

Dr Linden R Brown

CHAIRMAN

MARKETCULTURE STRATEGIES

ABOUT LINDEN

Linden Brown has published 16 books, all in the field of marketing, strategy, and leadership including the latest edition of the No. 1 selling Australian university textbook, *Marketing*, 9th Edition, 2013 with Professor Philip Kotler, the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

Linden is currently chairman and co-founder of MarketCulture Strategies Inc., a Silicon Valley company focused on measuring the level of customer-centric cultures of organizations and the associated risks and opportunities. His research with his MarketCulture team has resulted in a unique tool for measuring and benchmarking the level of customer centricity of organizations against a worldwide database.

He has engaged in a wide variety of consulting and corporate education programs in the United States and Australia. In the U.S. he has partnered with a number of organizations to measure, develop and embed a customer-focused culture. He has worked with a number of large businesses including Ericsson, Hewlett Packard, Bell Canada, Telstra, Fairfax Media, BlackRock, Ergon Energy and Speedo.

He also has extensive experience as a consultant in a range of industries — computer products and services, telecommunications, banking, retailing, hotels, building products, steel and minerals, and the education industry. As a business practitioner, he has initiated and developed a number of businesses in the transport, printing and food marketing areas, all of which operate successfully today.

ACADEMIC CREDENTIALS

Linden's first degree in economics and accounting was followed by a Ph.D in marketing from the University of New South Wales (UNSW) in Sydney, Australia. He taught MBA students in marketing at UNSW (1985-1995) and was appointed Adjunct Professor of Marketing at UTS 1996-2005. His academic appointments include Visiting Professor at INSEAD (France) in 1999 and Visiting Professor at Cranfield University, England from 2000-2003. He is currently a Visiting Professor at the Australian Graduate School of Management (AGSM) at the University of NSW, Australia.

LATEST BOOK

His latest book, *The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance*, January 2014 with Chris Brown, is a unique guide to help organizations measure and chart a roadmap to strengthen customer centricity



BOOKS

Competitive Marketing Strategy,
Thomas Nelson now Cengage Learning
– Linden Brown is Sole Author.

*Competitive Marketing Strategy
for Europe* MacMillan Publishing,
UK – Linden Brown is co-author with
Professor Malcolm McDonald, Cranfield
University, England.

Marketing, Pearson Education – Linden
Brown is lead Australian Author on 7
Editions for the Australian market with
Professor Philip Kotler, Northwestern
University, USA.

International Marketing, Pearson
Education, Australia – Linden Brown
is co-author with Professor Richard
Fletcher, University of Western Sydney.



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