

The editors



Dr Leone Cameron is a Lecturer in International Business at the University of the Sunshine Coast, where she lectures in International Marketing, Small Business & New Venture Management and Organisational Change Management. Leone came to USC after lecturing in International Business at the Graduate College of Management at Southern Cross University. Prior to that she lectured in Management and Marketing at Monash University. Leone completed her PhD at Southern Cross University. In this research she investigated the concepts of relationship marketing and small business management. Leone has more recently focused her research on the implications of sustainability and international competitiveness. Leone is a member of the Australian Marketing Institute and the Action Learning Action Research Association. She has a passionate interest in the use of Action Research and Action Learning for the enhancement of relationships between domestic and international students and their commitment to study. In addition to her academic positions, Leone has been the director of two of her own businesses: a retail sales and marketing company, as well as a management consultancy business. Leone has also worked in both the public and private sectors in Australia and overseas.



Annette Helling-Benze is currently doing her PhD at the University of the Sunshine Coast. Annette recently completed her Master of International Business at USC and holds a Graduate Certificate in Business Research. In her research she investigates Corporate Social Responsibility (CSR) online communication strategies within an Australian context. In addition to her academic interests and activities, Annette has significant business experience. She has been the director of her own business in Germany for over 25 years, offering interim management in the fields of accounting, controlling and reporting. In addition, Annette has taught accounting, company organisation and IT for management at a variety of private business schools in Germany.

Acknowledgments

In acknowledgment of the collaborative nature of this project, we want to take the opportunity to say thank you to the contributors: Mr Dag-Tore Schulz, Mr Simon Rosa; Ms Maya Urban; Mr Jacob Turner; Mr Jens Helming; Mr Tobias Graf; Mr Clément Slastan; Ms Melissa Payne; Ms Janina Kösling; Ms Anne Mette Petersen and Mr Jacques Malan. Many thanks must also go to my co-editor Annette Helling-Benze who has shared my enthusiasm and belief in this exciting eBook of Marketing Case Studies and has endured this project with good humour and patience. Our sincere thanks must also go to Ms Kate Hickey from McGraw-Hill who has endured much with us as we worked our way through the publication process. Kate's enthusiasm and continued belief in the fact that this was possible, as well as her patience and endurance during our numerous queries, was unending. We thank her for this support, insights and commitment to the project. We would also like to acknowledge the McGraw-Hill editors and production team for the support that they have shown to this project. We are all a little richer for the experience.