

## Marketing Prof. Publishes Tenth Book

by Michelle Sutton

Erdener Kaynak, professor of marketing and international business for both graduates and undergraduates, has recently published his tenth book entitled TRANSITIONAL RETAILING. The book features 27 authors in its 24 chapters and covers many retailing topics.

Kaynak, senior member of the Capital graduate faculty, is also editor-in-chief of the "Journal of Global Marketing," which was started in 1987. This quarterly publication includes the

work of 75 contributing editors from five continents.

Adding to Kaynak's list of accomplishments, he has recently written another book which will be published in Chinese, as well as English, due to be out in September, 1988.

When asked why his book is being translated into Chinese, he answered that the Chinese are "hungry for our education" on marketing and management tools. He hopes the book will bridge the gap in Pacific trading from the east and west. Kaynak adds



that by bridging this gap, the state [of Pennsylvania] will benefit by "creating additional jobs and incomes." It will also help "Pennsylvania as a commodity" to foreign investors, said Kaynak.

Born in Tokyo, Kaynak received his Ph.D. in international marketing from the Cranfield Institute of Technology in Bedford, England.

He has taught in Nova Scotia, Mont St. Vincent, Canada, and served as a visiting professor in The Chinese University of Hong Kong. While in Hong Kong, he taught marketing and international business and offered executive training programs.

Kaynak, who is Japanese, has an international family. His wife is Welsh and his daughters were born in Canada and England.

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