

Wednesday, April 16, 2008

## Janell Townsend

Assistant Professor of Management and Marketing  
Area of Recognition: Research

Janell Townsend is an assistant professor of marketing who publishes high quality work in the areas of branding, new product development and launch, and the globalization of firms. She has received commendations and awards for her research presentations at top national and international conferences in her field. Many of her earlier publications can be found on the MBA and Ph.D. course syllabi from a variety of institutions. She has made remarkable strides in establishing herself as an up and coming scholar whose work has already had, and will continue to have, a significant impact on the field of marketing. Her most recent publications, in some of the most respected journals in her field, would be considered outstanding at any top tier research institution. Townsend's work is of interest to industry executives and is well-received by her students.

### SUMMARY

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