

Guillermo J. D'Andrea



Dr. D'Andrea (gdandrea@iae.edu.ar) is professor of Management at IAE Business School in Buenos Aires, Argentina since 1982, with special fields on Marketing, Retailing and Services.

He is the Research Director of the Coca-Cola Retailing Research Council - Latin America, a sponsored group of leading retailers that studies issues relevant to the industry in the region.

He is a visiting professor for Babson College's Strategic Planning and Management in Retailing Program at Monterrey Tec, México, and at IESE's Global CEO Program. In the past he has visited several business schools around the world like Darden, Politecnico di Milan and Harvard.

His current research interests are related with Retail Strategy, Business at the Base of the Pyramid and Corporate Responsibility in Emerging Markets. In the past he has researched on Services, International Marketing Strategies and Agribusiness.

Dr. D'Andrea is a frequent contributor to Harvard Business Review Latin America. He has written over 60 case studies, papers and other teaching materials, and is co-author of six books:

- "Cases in Strategic Marketing Management: Business Strategies in Latin America" with John A. Quelch (2000),
- "Estrategias de Marketing en Latinoamerica" (2001),
- "Administración de Servicios" with Christopher Lovelock, J. Reynoso and L.M. Huete (2004),
- "Retail Management" with L. Ring and D. Tigert, also published in (2004),
- "The First 30 Years – The Coca Cola Retailing Research Council" (Editor) Limited Edition (2008),
- "La Esencia del Marketing", Ed Temas (2010).

His latest book "Innovación Latina" will be published in 2011.