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Dr. Robert D. Hisrich is the Director of the Walker Center for Global Entrepreneurship at Thunderbird and the Garvin Professor of Global Entrepreneurship. Hisrich is also president of H&B Associates, a marketing and management consulting firm he has founded. Robert (Bob) received his B.A. from DePauw University, his M.B.A. and Ph.D. degrees from the University of Cincinnati, and honorary doctorate degrees from the University of Miskolc (Hungary) and Chuvash State University (Russia).

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