

Kenneth C. Wilbur, M.A., Ph.D., teaches core marketing in the daytime MBA program at the Duke University Fuqua School of Business. Ken produces original, useful research at the intersection of advertising, media and technology. His work has been published in leading journals, won major awards, influenced practice, and been presented at leading conferences, universities, and companies worldwide. For details, please see <http://kennethwilbur.com>.