



**John Caslione**  
Global Business Specialist



## CSA CELEBRITY SPEAKERS

John Caslione is a highly respected thought leader, expert in global business strategy and the new global economy and successful global businessman. He is Adjunct Professor at Georgetown University's McDonough School of Business in Washington, DC, as well as guest lecturer at Northwestern University's Kellogg School of Management in Chicago, IMD in Lausanne, Switzerland and at Peking University in Beijing, P.R. China. He is Founder, President and CEO of Andrew-Ward International, Inc. - a global marketing and sales organisation - that supports organisations with their global business strategy.

**John shows you how to take advantage of global opportunities.**

### In detail

Furthermore, he is co-founder and co-managing partner of GCS Business Capital GmbH, which specialises in advising European and Chinese small and medium size enterprises, SMEs, in globalising their business. The University of New York is where he gained his Bachelors of Science and MBA, and he gained his Doctorate of Law from Illinois Institute of Technology.

### What he offers you

Combining case study examples with his wealth of experience he shows you how to address the most challenging of global business issues. Thriving in the global business market is broken down into what, how and when. He looks at what your competitive advantage is, how to develop a global strategy and when, where and who your marketing messages should reach.

### How he presents

His style mirrors his message, unconventional yet valid, dynamic yet noteworthy. He is not your typical business guru; his revolutionary message is delivered in a revolutionary way. John's dynamic and pragmatic approach to engaging an audience, with today's complex topics, has kept him in high demand as a premiere keynote speaker worldwide.

### Topics

The Shifting Path for Growth in The Age of Turbulence  
Going Global - A Mandate for Growth  
Managing and Marketing in The Age of Turbulence  
Tap In - To The Rise of Consumerism in Asia  
Compete Against Price In Today's Global Economy (Value-Added Strategies)

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2009

CHAOTICS: The Business of Managing and Marketing in The Age of Turbulence

#### 2005

Going Global: How To Successfully Globalize Your Business

#### 2001

Global Manifest Destiny: Growing Your Business on a Borderless Economy

#### 2000

Growing Your Business in Emerging Markets: Promise and Perils