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919-962-9579. JBS@unc.edu. Jan-Benedict E.M. Steenkamp specializes in global marketing, branding, strategy and leadership. He has written five books: the forthcoming " Time to Lead: Lessons for Today's Leaders from Bold Decisions that Changed History " (Fast Company Press, 2020), "Retail Disruptors: The Spectacular Rise and Impact of the Hard Discounters" (Kogan Page, 2019)," "Global Brand Strategy: World-Wise Marketing in the Age of Branding" (Palgrave Macmillan, 2017 ...

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