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Nota di contenuto	Cover -- CONTENTS -- EDITORIAL ADVISORY BOARD -- Guest editorial -- Edward Sherwood Mead (1874-1956): a pioneer in finance education -- Theodore N. Beckman (1895-1973): external manifestations of the man -- Lee C. Nehrt (1926-): a pioneering international business scholar -- S. Ramani (1939-present): India's information technology education pioneer -- How Philip Kotler has helped to shape the field of marketing.
Sommario/riassunto	Intellectual biography contributes to our understanding of the history of ideas.It can help to explain the origins of a scholar' swork,the ideological underpinnings of a subject's thought,and can shed light on the sociology of knowledge.This e-book includes articles that celebrate the lives and contributions of five different pioneers in business education.