

13 May, 2016

BRAC VC signs book contract with Emerald

Vice Chancellor of
BRAC University Prof Dr



Syed Saad
Andaleeb,
with his co-
editor Dr
K h a l i d
H a s s a n ,
signed a
book con-

tract recently with Emerald
Group Publishing Ltd, enti-
tled 'Strategic Marketing
Management in Asia: Case
Studies and Lesson across
Industries', says a press
release.

Research work of Prof
Andaleeb titled 'A model of
customer-centric banking
practices for corporate
clients in Bangladesh' will
also be published in the
International Journal of
Bank Marketing. Mamunur
Rashid (Nottingham
University, Malaysia) and
Quazi Akhlaqur Rahman
co-authored the paper.

The journal aims to pres-
ent the latest thinking, prac-
tice and research findings
on issues of current or
future concern to banking
and financial services mar-
keters.