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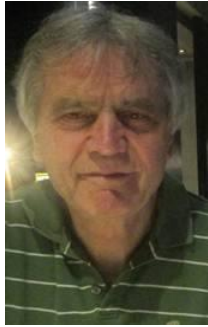
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Peter Yannopoulos

Dr. Peter Yannopoulos holds a Ph.D. from the Rotman School of Management, University of Toronto, in the field of marketing. Prior to this degree, he received his MBA from the Rotman School of Management, University of Toronto, with a concentration in marketing and finance and an MA from York University in Toronto with a concentration in Economics. He is currently a Professor at Brock University in St. Catharines, Ontario, Canada. Dr. Yannopoulos has published widely in various academic and professional journals including the European Journal of Marketing, Journal of Product Innovation management, International Marketing Review, Journal of Business Research and conference proceedings. His recently published textbook Marketing Strategy is used in various universities in Canada and around the world. His research interests are in the areas of sports marketing, innovation, entrepreneurial marketing, managerial mental models, competitive strategy, and market entry.



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