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Dr. Chien Wen Yu is an Associate Professor of Management and Coordinator of Asian Studies at Bridgewater State University. He received B.A. from Beijing Foreign Studies University and B.A. from Davidson College, MBA from Wake Forest University, and Ph.D. in Business Administration from Tarlac State University. His international business and marketing career consists of employment in the state government, private industry and institutions of higher education. He started his first job with the State of North Carolina Department of Commerce as the senior trade specialist/manager for Asia/Latin America. After the state job, he worked for Ashland Chemical Company as the sales development manager of Asia/Latin America as well as for Bobcat Company as the Asia Export Manager. Working and teaching internationally for over 20 years, he has traveled to more than 30 years. At Bridgewater State University, he teaches marketing and entrepreneurship courses and directs the Asian Studies Program. He is the author of the book *The Legend and Contributions of Marco Polo*.



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