



This is “About the Authors”, article 1 from the book [The Law, Sales, and Marketing \(index.html\)](#) (v. 1.0).

This book is licensed under a [Creative Commons by-nc-sa 3.0](http://creativecommons.org/licenses/by-nc-sa/3.0/) license. See the license for more details, but that basically means you can share this book as long as you credit the author (but see below), don't make money from it, and do make it available to everyone else under the same terms.

This content was accessible as of December 29, 2012, and it was downloaded then by [Andy Schmitz](#) (<http://lardbucket.org>) in an effort to preserve the availability of this book.

Normally, the author and publisher would be credited here. However, the publisher has asked for the customary Creative Commons attribution to the original publisher, authors, title, and book URI to be removed. Additionally, per the publisher's request, their name has been removed in some passages. More information is available on this project's [attribution page](http://2012books.lardbucket.org/attribution.html?utm_source=header).

For more information on the source of this book, or why it is available for free, please see [the project's home page](#) (<http://2012books.lardbucket.org/>). You can browse or download additional books there.

About the Authors

Don Mayer

Don Mayer teaches law, ethics, public policy, and sustainability at the Daniels College of Business, University of Denver, where he is professor in residence. His research focuses on the role of business in creating a more just, sustainable, peaceful, and productive world. With James O'Toole, Professor Mayer has coedited and contributed content to *Good Business: Exercising Effective and Ethical Leadership* (Routledge, 2010). He is also coauthor of *International Business Law: Cases and Materials*, which is in its fifth edition with Pearson Publishing Company. He recently served as the first Arsht Visiting Ethics Scholar at the University of Miami.



After earning a philosophy degree from Kenyon College and a law degree from Duke University Law School, Professor Mayer served as a Judge Advocate General's (JAG) Corps officer in the United States Air Force during the Vietnam conflict and went into private practice in North Carolina. In 1985, he earned his LLM in international and comparative law at the Georgetown University Law Center. Later that year, he began his academic career at Western Carolina University and proceeded to become a full professor at Oakland University in Rochester, Michigan, where he taught for many years before moving to the University of Denver. He has taught as a visitor at California State Polytechnic University, the University of Michigan, the Manchester Business School Worldwide, and Antwerp Management School.

Professor Mayer has won numerous awards from the Academy of Legal Studies in Business, including the Hoeber Award for best article in the *American Business Law Journal*, the Maurer Award for best article on business ethics (twice), and the Ralph Bunche Award for best article on international business law (three times). His work has been published in many journals and law reviews but most often in *American Business Law Journal*, the *Journal of Business Ethics*, and the *Business Ethics Quarterly*.

Daniel M. Warner

Daniel M. Warner is a magna cum laude graduate of the University of Washington, where—following military service—he also attended law school. In 1978, after several years of civil practice, he joined the faculty at the College of Business and Economics at Western Washington University, where he is now a professor of business legal studies in the Accounting Department. He has published extensively, exploring the intersection of popular culture and the law, and has received the College of Business Dean’s Research Award five times for “distinguished contributions in published research.”



Professor Warner served on the Whatcom County Council for eight years (two years as its chair). He has served on the Faculty Senate and on various university and college committees, including as chairman of the University Master Plan Committee. Professor Warner has also been active in state bar association committee work and in local politics, where he has served on numerous boards and commissions for over thirty years.

George J. Siedel

George J. Siedel’s research addresses legal issues that relate to international business law, negotiation, and dispute resolution. Recent publications focus on proactive law and the use of law to gain competitive advantage. His work in progress includes research on the impact of litigation on large corporations and the use of electronic communication as evidence in litigation.



Professor Siedel has been admitted to practice before the United States Supreme Court and in Michigan, Ohio, and Florida. Following graduation from law school, he worked as an attorney in a professional corporation. He has also served on several boards of directors and as associate dean of the University of Michigan Business School.

The author of numerous books and articles, Professor Siedel has received several research awards, including the Faculty Recognition Award from the University of Michigan and the following awards from the Academy of Legal Studies in Business: the Hoeber Award, the Ralph Bunche Award, and the Maurer Award. The Center for

International Business Education and Research selected a case written by Professor Siedel for its annual International Case Writing Award. His research has been cited by appellate courts in the United States and abroad, including the High Court of Australia.

Professor Siedel has served as visiting professor of business law at Stanford University, visiting professor of business administration at Harvard University, and Parsons fellow at the University of Sydney. He has been elected a visiting fellow at Cambridge University's Wolfson College and a life fellow of the Michigan State Bar Foundation. As a Fulbright scholar, Professor Siedel held a distinguished chair in the humanities and social sciences.

Jethro K. Lieberman

Jethro K. Lieberman is professor of law and vice president for academic publishing at New York Law School, where he has taught for more than twenty-five years. He earned his BA in politics and economics from Yale University, his JD from Harvard Law School, and his PhD in political science from Columbia University. He began his teaching career at Fordham University School of Law. Before that, he was vice president at what is now the International Institute for Conflict Prevention and Resolution (CPR). For nearly ten years, he was legal affairs editor of *Business Week* magazine. He practiced antitrust and trade regulation law at a large Washington law firm and was on active duty as a member of the Navy's Judge Advocate General's (JAG) Corps during the Vietnam era. He is the author of *The Litigious Society* (Basic Books), the winner of the American Bar Association's top literary prize, the Silver Gavel, and the author of *A Practical Companion to the Constitution: How the Supreme Court Has Ruled on Issues from Abortion to Zoning* (University of California Press), among many other books. He is a long-time letterpress printer and proprietor of The Press at James Pond, a private press, and owner of the historic Kelmscott-Goudy Press, an Albion handpress that was used to print the Kelmscott Press edition of Geoffrey Chaucer's *Canterbury Tales* in the 1890s.

