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Book Review:

***Conditions and prospects for developing market
orientation in cultural entities
by Magdalena Sobocińska***

Henryk Mruk, PhD – professor of International Management Department at the Faculty of International Business and Economics, Poznań University of Economics and Business (Poland). He is interested in issues regarding management, marketing strategies, marketing management and leadership. He is an author or co-author of 900 publications, including books, articles and conference papers published in Polish and foreign periodicals.

He has been guest or visiting professor of several foreign universities, including the Athens Center for Economic Planning and Research, La Sapienza University in Rome, University of Philadelphia and Atlanta, Nottingham University. A member of several scientific societies. He works with many companies to develop strategies for building brands and valuing them.

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