



Univ.-Prof. Dr. Anton Meyer

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Prof. Dr. Anton Meyer is chair of marketing (<http://www.marketingworld.de>) and head of the marketing department, Munich School of Management at the Ludwig-Maximilians-University Munich (<http://www.lmu.de>). As a pioneer he has been scientifically involved for more than 25 years in customer orientation, market-based management, service marketing and brand management. This is reflected by numerous publications, speeches and projects on these topics.

Anton Meyer is the co-initiator and former academic director of the German Customer Satisfaction Index (one of the most comprehensive and largest benchmarking surveys on customer orientation referring to the German market). Since 1999 he is **Executive Director of the Center on Global Brand Leadership** <http://www.globalbrands.org/>.

Anton Meyer's published work includes the marketing manual "**Offensives Marketing: Gewinnen mit POISE, Märkte gestalten - Potenziale nutzen**" (Free download of the first chapter: <http://www.offensivesmarketing.de>), which sets a new benchmark on market-oriented management and on marketing in general and impressively demonstrates how companies can exploit the full potential of marketing.

Prof. Dr. Anton Meyer and his team bridge the gap between science and practice and support this exchange through the Fördergesellschaft Marketing (FGM e.V.). Here 600 individual and over 100 corporate members form an efficient marketing network and one of the largest alumni associations in Germany. An annual conference on trendsetting topics in marketing with over 600 attendants (current topic and date: <http://www.marketingworld.de/>), a quarterly newsletter and projects in cooperation with leading companies enable a close contact with the practice.

Through sabbaticals and periodical lecture tours through Europe, USA and Asia Anton Meyer also receives important impulses about new developments in marketing and market-based management.

Univ.-Prof. Dr. Anton Meyer's current statements on his fields of interest:

- **On customer-orientation:**
"Treat others the way you like to be treated!" (Emanuel Kant)
- **On attention-economy:**
"The winner takes it all!"
- **On management and marketing:**
"Use the full potential of marketing!"
- **On marketing in the 21st century:**
"Driving markets through an offensive marketing approach is the future!"