

Prentice Hall Custom Business Resources Editorial Advisory Board

The PHCBR Editorial Advisory Board is a team of experts consulting with our in-house editorial and marketing teams to make case suggestions for specific courses and targeted adoptions. Board members also offer suggestions for adding new content to the custom business program.

Each member was carefully selected based on their extensive teaching experience using the case method at both the graduate and undergraduate levels.

James M. Olver, PhD
School of Business
College of William and Mary
Marketing

Theresa K. Lant, PhD
Leonard N. Stern School of Business
New York University
Management - Strategy

Robert Plant, PhD
School of Business Administration
University of Miami
MIS/CIS

Chad A. Higgins, PhD
School of Business
University of Washington
Management – Organizational Behavior

Karl D. Majeske, PhD
Ross School of Business
University of Michigan
Decision Science

Steven R. Kursh, PhD, CSDP
College of Business Administration
Northeastern University
Finance/MIS