



For Immediate Release

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LOCAL BRANDING EXPERT LECTURES IN CHINA

Chester County, PA – John A. Willis, CEO of Hunter and an adjunct professor of marketing for Drexel's LeBow College of Business Executive MBA program, recently lectured on brand development and strategy at Shaanxi University's International Business School in Xian, China.

Mr. Willis was a visitor at the university in Xian, participating in a two-week cooperative effort to teach conversational English in partnership with the Asian Lifelong Learning Organization.

Willis lectured on his favorite topic, the brand as the driver of the organization. Two hundred students participated in the lecture and Q & A session. Utilizing his experience with brands like Nautica, Guess, Cellular One, Woolrich and The Salvation Army, Willis mixed real situation case histories with branding theory to pique the interest of the Chinese business students.

"China is experiencing an economic boom, but their growth is almost entirely the result of providing inexpensive labor for foreign companies. There are only a few successful Chinese brands. Branding is a hot topic right now in China," according to Willis.

Willis has been invited back to provide a more comprehensive series of lectures to SNNU's graduate business students. He is currently in the process of trying to arrange a partnership between SNNU's International Business School and LeBow's Executive Education programs along with David Welsh, Director of Business Development for Corporate and Educational Development at LeBow.

"In a sense, China is a clean slate," said John Willis, CEO of Hunter. "The Chinese are very aware of their lack of home grown brands and seem to be determined to develop their own brands as the next evolution of the economy. They are looking closely at American models. The Chinese already have standard-fare world brands like Coke and McDonald's but also KFC and Walmart. In Xian, a cultural center and an ancient capital of China, certain Buick sedans stand out from the smaller Asian cars and are a status symbol."

Hunter, a strategic marketing firm based in Chester County, PA has developed an innovative, in-depth brand development product called "On-Target Branding." Hunter focuses on brand building as the solution to growing businesses with a sustainable competitive advantage.

The On-Target Branding process can help any size business develop a plan for sales growth, even in very competitive marketplaces. With 20 years of experience, Hunter has helped local and national brands reach their sales potential.

For more information, please contact John Willis at 877.363.0606 or john@rjhunter.com, or visit us at www.rjhunter.com.