

## **Vision for the Marketing College Blog**

The vision for this blog is to create global n-way conversations among marketing professors, students and practitioners.

It is intended as an agora that leverages the possibilities of blogging technology to build community.

The dream is to create a virtual “college” of marketing where a new disciplinary discourse can take place.

The vision for this blog is to rekindle the marketing imagination and transform marketing education everywhere.

Hope you can be a part of it.