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Born in 1966. Jeff MacCorkle received a Bachelor of Arts from Cornell University. He also attended the University of International Business and Economics in Beijing and obtained a Master of Business Administration from the University of Southern California.

After four years with Fuqua Industries as Country Manager for Fuqua World Trade, Jeff MacCorkle became Managing Director of Arthur D. Little's Greater China consulting business. His activities with multinational clients focus on market entry and business development. With Chinese clients, the emphasis of his work is on restructuring and commercialisation of large state owned enterprises.

In 1991, Jeff MacCorkle was a Member of the Board of Governors of the American Chamber of Commerce in Beijing and, in 1992, he became the Secretary of the American Chamber of Commerce in China.

He has published a number of articles on market entry strategies for multinationals in China and performance improvement for Chinese State owned enterprises in publications such as the "South China Morning Post", "21st Century Economic Post", "CEO China", and the "Harvard Business Review".

Theses

What Is Changing in the Asian Business Environment?

- What shifts in political influence are taking place?
- What investment and trade trends are evolving?
- What will the impact of free trade zones be?
- What trends are emerging in capital and investment flows?