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Levens' textbook, "Marketing: Defined, Explained, Applied," is in its 3<sup>rd</sup> edition and has been used by more than 200 colleges and universities worldwide. He has worked on more than 100 research projects internationally and is a Fulbright peer reviewer, a Fellow of the Chartered Institute of Marketing and a member of the Scientific Committee of the annual international conference "Emerging Trends in Economics, Culture and Humanities."

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Dr. Levens is a Fellow of the Chartered  
Institute of Marketing and has completed a  
Fulbright Specialist Fellowship in Riga,  
Latvia at the University College of Economics  
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The Walsh board of trustees has appointed Michael Levens as Walsh's eighth president and CEO. Levens will be replacing Gerald

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Schafer, who served as interim president and CEO from March 1 until July 31, 2020. Walsh is based in Troy. Levens brings academic and business experience to his new role. He previously served as Walsh's interim provost and professor and academic chair of the marketing department, and has held senior leadership positions at General Motors Co., working in research ...

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