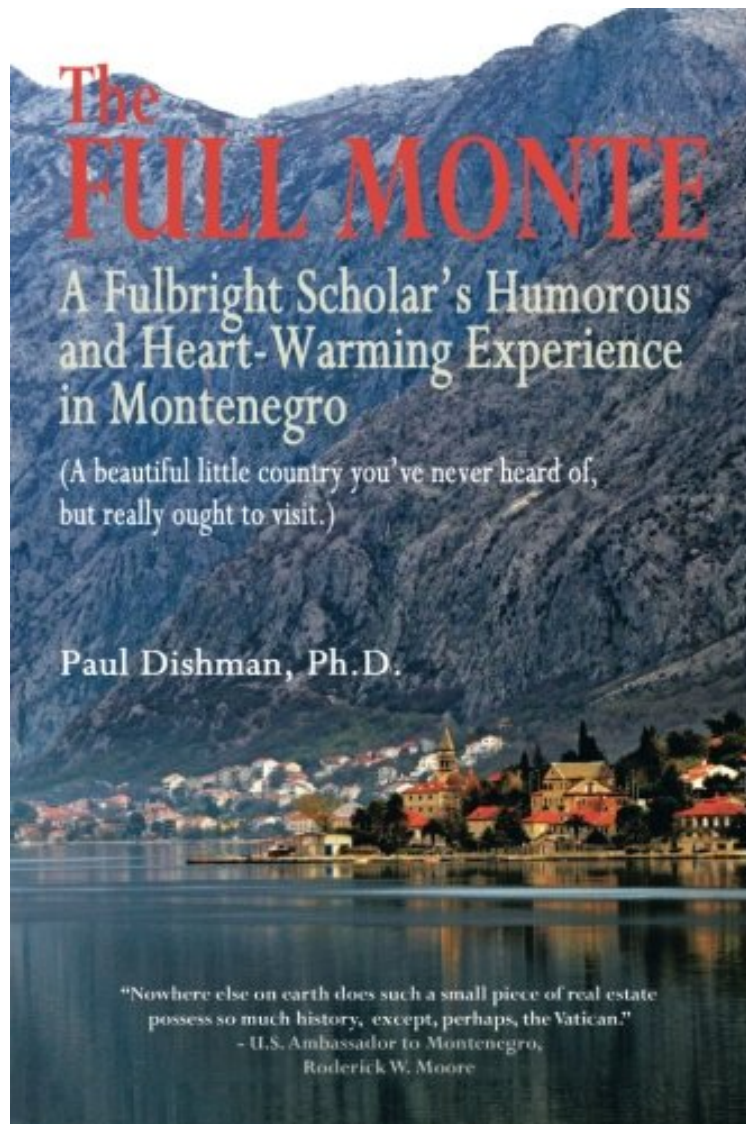


(Online library) The Full Monte: A Fulbright Scholar's Humorous and Heart-Warming Experience in Montenegro

The Full Monte: A Fulbright Scholar's Humorous and Heart-Warming Experience in Montenegro

Paul Dishman

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The U.S. State Department's prestigious Fulbright Scholar Program places American professors in other countries for an extended period to teach and experience other cultures. Never has anyone enjoyed it more or provided such an entertaining insight into the program. Paul Dishman provides a revealing view into Montenegro, the tiny former Communist country struggling to join the world stage. The experience turns into a personal journey as he travels to the land of his grandfather and discovers his own surprising heritage. It is part travelogue, part history, part heartwarming personal journey, and all delightfully droll.

About the AuthorPaul Dishman is the Chair of the Marketing department in the Woodbury School of Business at Utah Valley University. In 2010, he was named by the U.S. State Department as the Fulbright Scholar to Montenegro. Dishman holds a master's degree in Marketing and a doctorate in Marketing Research and Psychometric Measurement. Before returning to academia he served on the sales and marketing staffs of both Apple Computer and IBM. He has taught marketing for twenty-five years and has consulted with industry for over two decades. Dishman is a Past-president of the international Strategic and Competitive Intelligence Professionals (SCIP) and has been named a SCIP Fellow. He is also a Fellow of the Academy of Marketing Science. He has held visiting faculty positions at the University of New Brunswick in Canada, the University of Donja Gorica in Montenegro, and Shanghai Normal University in China. Dishman has lectured on market strategy to a variety of companies, organizations, and conferences. He has spoken and conducted training programs in China and Japan as part of a United Nations invitation, as well as for the American Marketing Association, Microsoft, 3M, IBM, Amgen, American Airlines, KPMG, Deutschebank, Westinghouse, Unilever, professional groups, and various government agencies. He has also lectured in Taiwan, the United Kingdom, Belgium, Italy, France, Canada, Montenegro, Croatia, Albania, and Kosovo. He has also published academic articles in The European Journal of Marketing, Market Planning and Intelligence, the Journal of Personal Selling and Sales Management, Industrial Marketing Management, the Journal of Competitive Intelligence and Management, and Competitive Intelligence . He was also a columnist for the Idaho State Journal.