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C.B. Bhattacharya is the E.ON Chair Professor in Corporate Responsibility and Dean of International Relations at ESMT, the European School of Management and Technology in Berlin, Germany. He received his Ph.D. in Marketing from the Wharton School, University of Pennsylvania in 1993 and his MBA from the Indian Institute of Management in 1984. His expertise is in developing business strategies that combine “doing well” (i.e., financial performance) with “doing good” (i.e., social and environmental performance). He has published many books and articles in leading academic journals. He has twice been on BusinessWeek’s outstanding faculty list, was a finalist for Aspen Institute’s Faculty Pioneer Awards and was recently Professor of the Week in Financial Times. He consults for a variety of companies such as AT&T, General Mills, Procter and Gamble and Prudential Bank and is often interviewed and referenced in publications such as BusinessWeek, Forbes, Financial Times, Newsweek, New York Times, Wall Street Journal, and The Economist.