



News Release

From NORTHWOOD UNIVERSITY, Midland, MI

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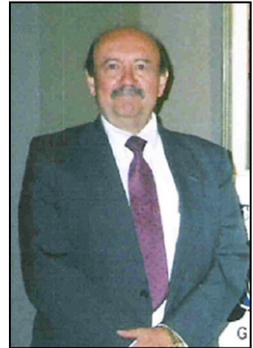
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FOR IMMEDIATE RELEASE

Joseph Cool to Speak at Northwood

MIDLAND, Mich. – Joseph P. Cool, founder and president of Cool & Associates, Inc. (C & A), will discuss “Marketing in the Global Marketplace: A Primer” on Monday, March 27 from 7 to 8 pm in the Griswold Lecture Hall on campus. The lecture is being sponsored by Devin Fuller of Alpha Chi Rho and the NU DEC Club. The presentation is free and open to the public.

Joseph P. Cool was born and raised in Pontiac and graduated from Oakland University’s School of Engineering. He attended an MBA program through the University of North Colorado while working for the U.S. Department of Defense. Cool spent five years of military service during the Vietnam war. Since that time, he has worked in 54 countries and has been exposed to virtually every culture in the world and has developed an awareness of the cultural diversity found throughout industry.



Cool has key contacts in many countries including the Baltic States, the Russian Federation and the Newly Independent States (NIS) as well as the People’s Republic of China (PRC). The company conducts educational programs, speaking engagements and business planning functions. He was presenter at the 7th Annual International Conference for TRIZ Studies in Brighton in April and his paper was published in the International TRIZ Journal in July of last year.

With 20-plus years of experience in international business development and engineering design/management of commercial and military telecommunications systems throughout the world, Cool has mastered the ability to assist small/medium sized companies in market development, multi-tasking, problem solving, customer service and training, and development. He is sensitive to the culturally diverse workforce and global marketplace into which every student will enter after graduation.

Cool is a member of the Mexican Mutual Society in Auburn Hills, the Arab Community Center (ACCESS), the Arab-American National Museum in Dearborn, and the Council of Asian Pacific Americans in Farmington.

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