

**戴文超博士**  
**大灣區商學院 項目總監**

戴文超博士，現任香港中文大學(深圳)客席副教授，主要教授營銷及廣告課程，並專注大灣區營銷策略發展。戴博士服務中國及香港廣告行業超過三十多年，入行時為第一批中國對外廣告從業員，亦為策略型的實幹廣告人，曾推動多家國際 4A 廣告公司落地中國，極得客戶認可之餘，亦不斷引薦新人入行。

戴博士現仍經營獨立廣告公司，服務客戶品牌在國內外出海入海，並與恩師陳志輝教授等合著《左右圈－整體策略分析》，分析及討論當代營銷理論及實踐之外，還可以應用在個人、家人、職場、人際關係等領域，對不同讀者參考參考作用。

**Dr. Diamond Tai**  
**The GBA Business School Project Director**

Dr. Diamond Tai, currently Adjunct Associate Professor at the Chinese University of Hong Kong (Shenzhen), experienced in teaching Marketing and Advertising courses, and focusing on the development of marketing strategies in the Greater Bay Area. Dr. Tai has been serving advertising industry in China and Hong Kong for more than 30 years. When he started his career in advertising, he was the first batch of practitioner in China advertising. He is a seasoned strategic and practical advertising practitioner. He has supported many international 4A advertising companies to land in China and introduce newcomers into the industry.

Now Dr. Tai is operating his independent advertising company, serving customers' brands at home and abroad. In addition to analysing and discussing contemporary marketing theories and practices, he and his mentor, Professor Andrew CF Chan, co-authored "Left and Right Circles - Holistic Strategy Analysis", which can also be applied to individuals, family, workplace, interpersonal relationships and other fields, and serves as a reference for different readers.