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New York Times asks marketing Professor Peter Sealey for his opinion on Apple's iPhone woes

Monday, July 19, 2010



Peter Sealey, marketing professor at Claremont Graduate University, [told the New York Times](#) he doesn't believe the Apple corporation will suffer any serious damage to its brand as a result of a design flaw in the latest iPhone.

The nation's largest newspaper quoted Sealey in a recent story on Apple's public relations response to problems with antennas on the iPhone 4. Sealey said Apple CEO Steve Jobs has so far done an adequate job of diffusing the problem.

“It is inexcusable that this problem was not found out in advance,” Sealey



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told the newspaper, adding that Jobs “did what he needed to do. He is the best marketing guy in America, and this is just a bump in the road.”

Some users of the iPhone have complained about the placement of the antenna. They say the phone is prone to lose signal strength or drop calls when a hand or finger covers the antenna. In response, Jobs called a [press conference](#) on July 16 to announce Apple would give free phone covers to purchasers of the iPhone 4.

[Sealey](#) has extensive experience in marketing global brands.

He is the founder, CEO and majority shareholder of The Sausalito Group. He spent over 20 years at The Coca-Cola Company, where as chief marketing officer he was responsible for the now-famous "Always Coca-Cola" advertising campaign. He also worked as president of marketing and distribution at Columbia Pictures in the late 1980s, where his releases included GhostBusters, La Bamba, Karate Kid, Stand By Me, and Tootsie.

He teaches marketing in the [The Peter F. Drucker and Masatoshi Ito Graduate School of Management](#).

The Peter F. Drucker and Masatoshi Ito Graduate School of Management

Named after Professor Peter Drucker in 1974, the Drucker School was established to satisfy the niche of part time executive management education. Today, the school shares its name with one of the world’s most respected entrepreneurs, Masatoshi Ito, combining a thinker (Peter Drucker, the founder of modern management) with a doer (Masatoshi Ito, who built the largest retail network in Japan), and reflecting a decidedly global orientation. Drucker has some 4,400 alumni around the globe, many of whom are leaders in business, government, and the nonprofit sector. The school is known for its innovative programs, which in addition to the Masters in Arts Management (AM), includes the traditional Master of Business Administration (MBA), the Executive Management Program (EMBA), a Master of Science in Financial Engineering (MSFE), a Master in Politics, and Business and Economics (MAPEB), as well as a variety of certificate programs and customized corporate executive education offerings. The Drucker School’s programs and degrees are unique in their focus on management as a liberal art, rather than specific concentrations on core business functions such as accounting, finance, or marketing.

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