

# Industry Champion

## 2015

*GLO-BUS: Developing Winning Competitive Strategies*

*The co-creators of GLO-BUS, a competition-based global strategy simulation, hereby certify that*

**Benson Long**

*was a senior executive at the best-performing company in an industry setting where teams of students ran companies and crafted strategies aimed at achieving superior financial performance and market leadership; the exercise was conducted in a course at*

**CUNY - Queens College**



*Arthur A. Thompson*  
*Gregory J. Stappenbeck*  
*Mark A. Reidenbach*

**Arthur A. Thompson**  
*Co-Creator of GLO-BUS*

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