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Kevin hassan Baalbaki - Pearson Middle East AWE

Pearson Arab World Editions — Business & Economics At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics Previously, Professor Keller was on the faculty of the Graduate School

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Kotler MARKETING Keller

Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing He has been

Chairman of the College of Marketing of the Institute of Management Sciences, a Director of the American Marketing Association, a Trustee of the Marketing Science Institute, a Director of the MAC

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Basic Marketing Research: Volume 1 Handbook for Research Professionals Gerald S Albaum is Research Professor in the Marketing Department at the Robert O Anderson Schools of Management, the University of New Mexico, Professor Emeritus of Marketing, University of Oregon Marketing and Export Management Pearson Education Limited (UK