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About the Author. Michael J. Baker is eminent in the field of marketing. He founded the Department of Marketing at the University

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Management and Journal of
Customer Behaviour and is
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The Marketing Book

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Marketing in the UK. He is the founding editor of the Journal of Marketing Management and Journal of Customer Behaviour and is the former President of the Academy of Marketing.

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marketing and the societal
impact of commercial health
branding. His interest in
the social aspects of
marketing led him to the
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Marketing, University of Stirling, which he is currently working with on various projects. Michael J. Baker is Emeritus Professor of Marketing at the University of

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This fully revised and updated edition of Michael Baker's successful text for the advanced student who has completed a basic marketing course or for the more experienced practitioner

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