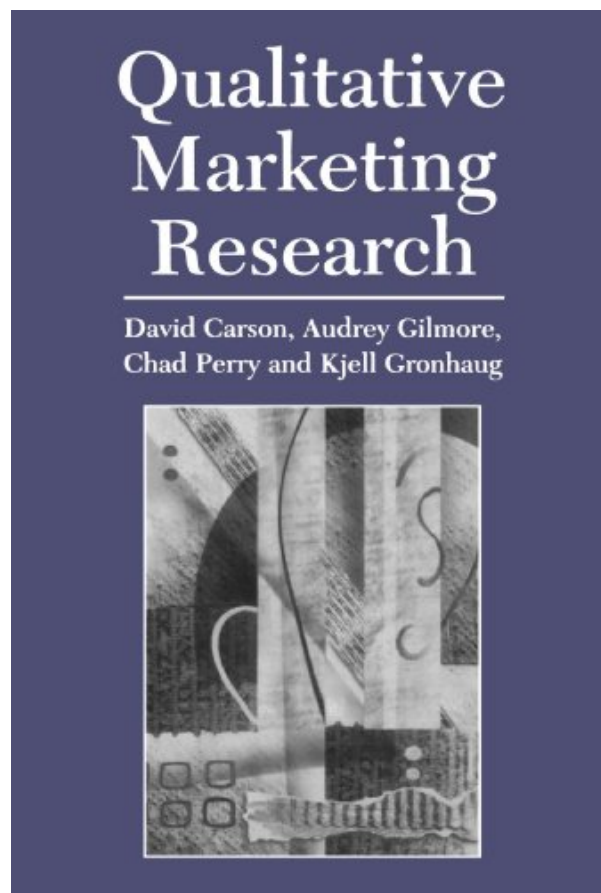


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About the Author

Professor of services marketing

Research areas:

- Research methods
- Innovations
- Buyer behaviour
- Marketing strategy
- Strategy
- Marketing strategies in emergent markets

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