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Paul W. Farris (Author of Marketing Metrics)

He has been published in journals such as Marketing Science and the Journal of Consumer Research. Paul W. Farris is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980. Previously he was on the faculty of the Harvard Business School and worked in marketing management for Unilever.

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Marketing Metrics: The Definitive Guide to Measuring ... Advertising and Promotion, Brand Management, Consumer Marketing, Distribution Strategy. Education: B.S., University of Missouri; MBA, University of Washington; DBA, Harvard University. Landmark Communications Professor Paul Farris taught at the Harvard Business School before his appointment at the University of Virginia Darden School of Business. He has worked in marketing management for UNILEVER, Germany and in account management for the LINTAS advertising agency.

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MBA SWOT : Progressive Insurance SWOT Analysis & Matrix by Paul W. Farris , Michael J. Moore. \$18.50. This book was first published in 2004. Developments in strategic thinking and econometric methods, alongside fundamental changes in technology and in the nature of competition, argue the need for an in-depth but accessible assessment of the Profit Impact of Marketing Strategy's project.

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