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About the Author.
Michael J. Baker is
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founded the
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He is the founding
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Management and
Journal of Customer
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Strathclyde, UK, in 1971, the first ever Department of 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 Institute for Social Marketing, University of Stirling, which he is currently working with on

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various projects.

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