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Paul Baines is Reader in Marketing

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Paul Baines is Professor of Political Marketing and Programme Director MSc in Management, Cranfield School of Management, Cranfield University. He is author/co-author of more than a hundred published articles, book chapters and books, particularly on political marketing issues.

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Paul Baines is Senior Lecturer in Marketing at the School of Management, Cranfield University.

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Cranfield School of Management. He is one of the world's foremost academic experts on political marketing.

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