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He has published widely in journals and books on marketing topics including on public relations, public opinion, market segmentation and positioning, marketing research and strategic marketing. Paul runs his own strategic marketing and research consultancy, Baines Associates, which has undertaken work for a number of large and medium sized organisations including government departments, national charities and private sector organisations.

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Additional Product Features. Paul Baines is Reader in Marketing and Director, MSc Strategic Marketing at Cranfield School of Management, Cranfield University. He is an international authority in the field of political marketing and Managing Editor, Europe, for the Journal of Political Marketing. He has published widely in journals and books on marketing topics including on public relations, public opinion, market segmentation and positioning, marketing research and strategic marketing.

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Paul's consultancy includes experience working with various government departments on strategic communication research projects as well as many small, medium, and large private enterprises including Saint Gobain Glassolutions, IBM, 3M, and many more, on market research/marketing planning. Paul is Director of Baines Associates Limited.

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Professor Paul Baines — University of Leicester

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