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John W. Mullins John Mullins is Associate Professor of Management Practice at London Business School, where he heads the entrepreneurship group. He earned his MBA at the Stanford Graduate School of Business and, considerably later in life, his PhD in marketing from the University of Minnesota.

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Marketing Management: A Strategic Decision-making---

John Mullins Associate Professor of Management Practice in Marketing and Entrepreneurship BA (Lehigh) MBA (Stanford) PhD (Minnesota)

John Mullins | London Business School

Marketing John Mullins is Associate Professor of Management Practice in Marketing and Entrepreneurship at London Business School. He earned his MBA at the Stanford Graduate School of Business and, considera-bly later in life, his PhD in marketing from the University of Minnesota. An award-winning teacher, John

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Marketing Management: A Strategic Decision-Making Approach---

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