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Marketing - Faculty & Research - Harvard Business School

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Clay Christensen's Milkshake Marketing - Harvard Business ...

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Harvard Business School

He was also special counsel to the Provost on Visioning the future at the University. An expert in marketing and, in particular, issues of pricing and new product development, Dolan has authored or coauthored eight books and has published in a wide variety of journals including the Harvard Business Review, Marketing Science and the Journal of Marketing. His case studies and technical notes developed at Harvard Business School are among the most widely used in academia, selling over 2.5 ...

Robert J. Dolan - Faculty - Harvard Business School

H. Irving Grousbeck, David Dodson, Erika Feldhausen. 2020. This case follows the story of Jay Davis and Jason Pananos, classmates from Harvard Business School who started a search fund, Nashton Partners. The case covers their decision to launch a search fund, their investment... Entrepreneurship.

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Kash Rangan is the Malcolm P. McNair Professor of Marketing at the Harvard Business School. Formerly the chairman of the Marketing Department (1998-2002), he is now the co-chairman of the school's Social Enterprise Initiative. He has taught in a wide variety of MBA courses, including the core First-Year Marketing course (was its head across multiple sections from 1993-1996), and

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They did a number of projects together that had promising results, which they published in Harvard Business Review. Their approach, which they called big seed marketing, does not rely on...

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companies, speaks with Professor Tsedal Neeley about the search for a coronavirus vaccine, how racism at the workplace holds back America's progress, and his own upbringing just one generation from slavery.

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