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He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing. He also acts as a consultant to many major multinationals and has lectured extensively in Asia and



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Marketing at the Tuck School of Business at Dartmouth College. Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics.

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