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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.

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I previously held a chair in Political Marketing at Cranfield University, where I worked from June 2006- June 2018. Prior to that I was Principal Lecturer in Marketing and Director of Business Development at Middlesex University Business School, where I worked from April 1997 until June 2006.

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