

## Strategic Marketing Management Alexander Chernev

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### Strategic Marketing Management Alexander Chernev

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an area editor for the Journal of Marketing and serves on the editorial boards of the top research journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and Journal of the Academy of Marketing Science.

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### Strategic Brand Management - a book by Alexander Chernev

Strategic Marketing Management | The Framework . ISBN: 978-1-936572-59-5. January 2019. Chapter 1. Marketing as a Business Discipline

### PowerPoint Presentation

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an expert in marketing strategy, brand management and consumer behavior. Dr. Chernev holds a Ph.D. in psychology and a second Ph.D. in business administration from Duke University.

### Alexander Chernev - Professor of Marketing, Kellogg School ...

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He holds a PhD in psychology from Sofia University and a PhD in business administration from Duke University.

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