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Research, Journal of the Academy of Marketing Science, Journal of Business Ethics , International Journal of Marketing Research, Journal of Marketing Research, and Journal of Business Research He is the author, co-author, or editor of books, chapters, and proceedings including An Introduction to Marketing Research

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in retailing and marketing research Her teaching, research and consulting interests emphasise the the UK Services Marketing Conference for a number of years Currently, she is Director of the Custom-er Research Academy at UMIST A British citizen, she obtained a BSc from Manchester University, an SM 104 Putting Service Pricing

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hope: putting the human at the centre of our trends exploration can help brands forge their own path to making an impact that matters Diana O'Brien Global chief marketing officer Principal, Deloitte Consulting LLP dobrien@deloittecom Andy Main Global head of Deloitte Digital Principal, Deloitte Consulting LLP amain@deloittecom Suzanne Kounkel

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About the Authors Krista Scott-Dixon is the intellectual powerhouse behind Precision Nutrition's coaching curriculum With a PhD from York University in Toronto and 10 years of university teaching, Krista has over 20 years of experience in research, adult education, curriculum design, and