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ACADEMIC INFORMATION: NARESH K. MALHOTRA, PH.D. Professor of Marketing. 1. Previous Position: Regents' Professor, Scheller College of Business, Georgia Institute of Technology, Atlanta, GA, USA. This is the highest faculty rank in the University System of Georgia. ... Marketing Legend Dr. Naresh Malhotra. Ordination of Dr. Malhotra. First ...

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He teaches quantitative and qualitative marketing research and leads developments across the University in digital marketing research. About the Author. Dr Naresh K Malhotra is Professor Emeritus, College of Management, Georgia Institute of Technology, USA. He has consulted for business, nonprofit and government organisations across the globe.

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