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Paul Baines is Professor in Political Marketing and Associate Dean (External Relations) at the University of Leicester School of Business (ULSB). He is a Visiting Professor at Cranfield School of Management. He is one of the world's foremost academic experts on political marketing.

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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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