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Bobby Calder - Faculty - Kellogg School of -

Breaking new ground in business every day. In EAA Advances in Advertising Research, Calder, Bobby. 1977. "An Attribution Theory of Leadership."

http://www.kellogg.northwestern.edu/faculty/directory/calder_bobby.aspx

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News, analysis, and product reviews about IT and business strategies. Features include career and salary features, technology benchmarking, research, and technology

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Philip Kotler - Faculty - Kellogg School of -

Breaking new ground in An Interview with Philip Kotler. European Management Targeting Prospects for a New Product. Journal of Advertising Research.:

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