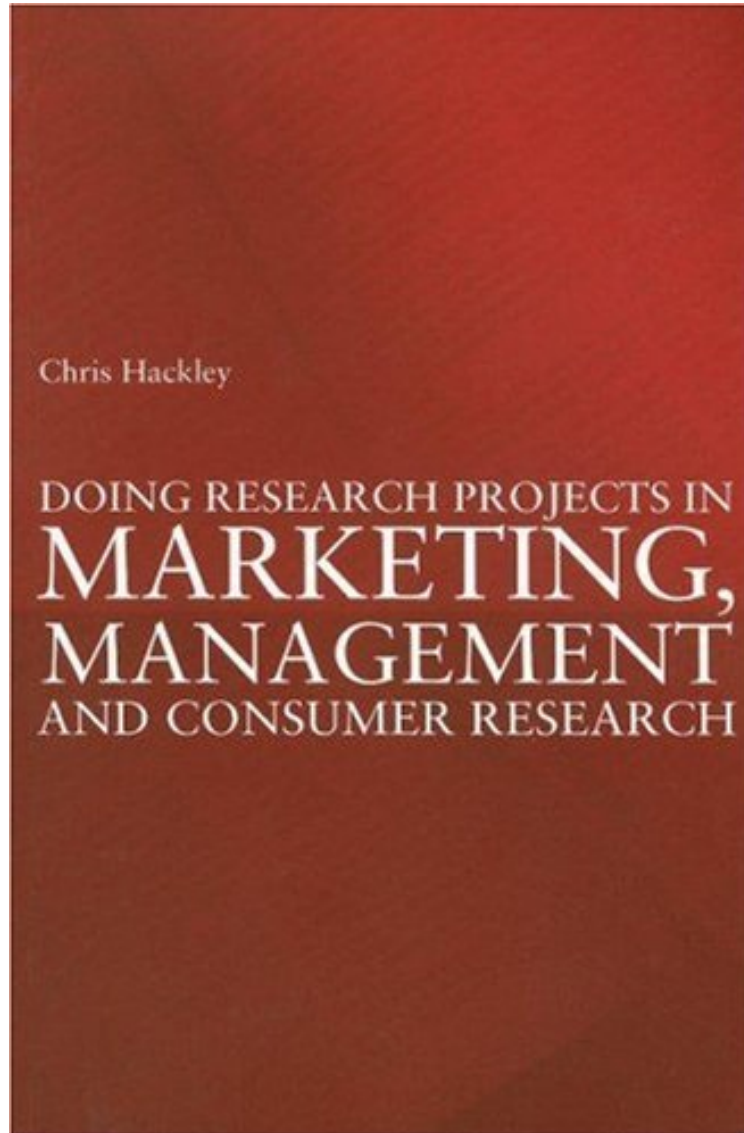


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Chris Hackley

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About the Author Chris Hackley is Senior Lecturer of Marketing at Birmingham Business School, Birmingham University. He has published extensively on the subject of marketing and research.