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Paul W. Farris is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980. Professor Farris's research has produced award-winning articles on retail power and the measurement of advertising effects. He has published more than 50 articles in journals such as the Harvard Business Review, Journal ...

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Paul W. Farris (Author of Marketing Metrics)

Landmark Communications Professor Paul Farris taught at the Harvard Business School before his appointment at the University of Virginia Darden School of Business. He has worked in marketing management for UNILEVER, Germany and in account management for the LINTAS advertising agency.

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Farris is a top specialist in promotion and distribution. He is also well-versed in consumer advertising and branding strategy. His current research is focused on building coherent systems for integrating financial and marketing metrics.

Paul W. Farris | Darden Ideas to Action

Landmark Communications Professor Paul Farris taught at the Harvard Business School before his appointment at the University of Virginia Darden School of Business.

Paul W. Farris | UVA Darden School of Business

Choosing the Right Metrics for Listerine Brand Management in Brazil is a Harvard Business Review case study written by Paul W. Farris, Leandro Guisconi, Olegario Araujo for the students of Sales & Marketing. The case study also include other relevant topics and learning material on - Performance measurement, Strategy

[Marketing Strategy]Choosing the Right Metrics for ...

Farris, Paul W. and Phillip Pfeifer. 2000. "All You Needed to Know About the New Economy You Learned From Playing Monopoly". Working Paper. Darden School, University of Virginia, Charlottesville. Google Scholar

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