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Alan Wilson is Professor of Marketing at the University of Strathclyde Business School. He is also

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Senior Examiner for the CIM / MRS joint module on Marketing Research and Information. Prior to joining the University of Strathclyde, he held high level positions within leading London-based marketing research agencies and a management consultancy practice.

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He has written numerous articles on marketing research and has received a number of awards for his publications. He regularly acts as a marketing and marketing research advisor to a number of public and private organisations. He is also a full member of the Chartered Institute

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