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Bloggat om Foundations of Marketing Övrig information John Fahy is Professor of Marketing at the University of Limerick in Ireland and Professor of Marketing at the University of Adelaide, Australia.

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John Fahy, Francis Farrelly and Pascale Quester (2004), 'Competitive advantage through sponsorship: A conceptual model and research propositions,' European Journal of Marketing, Vol. 38, No. 8, 1013-1030. Anthony Foley and John Fahy (2004), 'Incongruity between experience: The role of imagery in supporting the positioning of a tourism destination brand,' Journal of Brand

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John Fahy is Professor of Marketing at the University of Limerick in Ireland and Adjunct Professor of Marketing at the University of Ade  
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