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Dawn Iacobucci is the Bronson Ingram Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University, where she has taught since 2007. She has been Senior Associate Dean at Vanderbilt (2008-2010) and Professor of Marketing at Kellogg (Northwestern University, 1987-2004), University of Arizona (2001-2002), and Wharton (University of Pennsylvania, 2004-2007).

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