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In this spare time, he likes to swim, travel and devour current affairs magazines.

Chris Fill is Principal Lecturer in Marketing at the University of Portsmouth. Much of his research to date has centred on aspects of marketing and corporate communication, including recent work

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Paul Baines is Professor of Political Marketing at Cranfield University. He is author/co-author of more than a hundred published articles, book chapters, and books on marketing issues. Over the last 20 years, Paul's research has particularly focused on political marketing, public opinion, and propaganda.

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