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Dawn Iacobucci Marketing Management

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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Dawn teaches the Marketing Management course within the Executive MBA program and the Marketing Models course for MBA students. Research Interests Professor Iacobucci conducts research on networks, customer satisfaction and service marketing, quantitative psychological research and high-dimensional data models.

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Dawn Iacobucci (born ca. 1960) is an American quantitative psychologist and marketing researcher, Professor in Marketing at the Owen Graduate School of Management, known for her work in the field of foundations of marketing research.

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