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Paul teaches in the fields of health and social care, leadership, management and governance. He is Course Director for the MSc International Health Services and Hospital Management, and Module Leader for the modules "Management and Leadership", "Strategic Management", "Management in Action" and "Governance".

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J. Paul Peter is another very highly regarded marketing educator and is also at UW-Madison. He has won many awards for his contributions through research, textbooks, and education. James H. Donnelly, Jr. Is the Turner Professor in the College of Business and Economics, Univ. of Kentucky. Research areas include marketing and banking.

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