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By Rajkumar Venkatesan

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His book Cutting-Edge Marketing Analytics: Real-World Cases and Data Sets for Hands-On Learning will be (to be published in July 2014 by Pearson FT Press).

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Rajkumar Venkatesan, Marketing Professor - Darden -

Professor Rajkumar Venkatesan teaches First Year Marketing and Marketing Analytics MBA courses and three Executive Education courses at Darden.

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