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Landmark Communications Professor Paul Farris taught at the Harvard Business School before his appointment at the University of Virginia Darden School of Business. He has worked in marketing management for UNILEVER, Germany and in account management for the LINTAS advertising agency.

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Farris is a top specialist in promotion and distribution. He is also well-versed in consumer advertising and branding strategy. His current research is focused on building coherent systems for integrating financial and marketing metrics.

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Choosing the Right Metrics for Listerine Brand Management in Brazil is a Harvard Business Review case study written by Paul W. Farris, Leandro Guisconi, Olegario Araujo for the students of Sales & Marketing. The case study also include other relevant topics and learning material on - Performance measurement, Strategy

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