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Dr. Larry Percy. I am a marketing and communication consultant and visiting professor with appointments at several leading international business schools. With over 40 years of experience in both the marketplace and academic world, I am able to apply the latest thinking to your problems in ways that are understandable and lead to results. Visiting Professor, University of Oxford, Copenhagen Business School and Luiss Business School, Rome, and International Consultant in Marketing ...

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Larry Percy is Professor of Marketing at the Copenhagen Business School, as well as a marketing and communications consultant with more than 40 years' experience. Dr Percy has previously held posts at University of Pittsburgh's Katz Graduate School of Business, the University of Oxford, Luiss Business School in Rome, and the Stockholm School of Economics.

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