

## **Research Notes: Charan Bagga**

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[Charan Bagga](#)'s article "[The Metrics That Marketers Muddle](#)," co-authored with Neil Bendle, assistant professor of marketing at the University of Western Ontario's Ivey Business School, has been accepted for publication in the spring issue of [MIT Sloan Management Review](#). Bagga is a visiting assistant professor of marketing at the A. B. Freeman School of Business.

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