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Rajiv Lal

STANLEY ROTH, SR. PROFESSOR OF RETAILING
 CHAIR, GENERAL MANAGEMENT PROGRAM (GMP)

UNIT

MARKETING

CONTACT

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INTERESTS

globalization, marketing, organizational structure, strategy, value creation, more >

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Rajiv Lal, is the Stanley Roth, Sr. Professor of Retailing at Harvard Business School where he currently serves as the Faculty chair for the General Management Program. He has also been responsible for the retailing curriculum and has served as the course head for Marketing, required study in the first year of the MBA program. Professor Lal also teaches in several Executive Education programs, and co-chairs the program on Building and Leading a Customer Centric Organization.

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