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MANAGEMENT INNOVATION RESEARCH CENTER

16TH INTERNATIONAL RESEARCH SEMINAR

Date : February 20, Thursday, 2020 10:30~12:30

**Venue : Classroom 4, 6th Floor, National Center of Sciences,
Chiyoda Campus, Hitotsubashi University**

**Presenter : Eric John Arnould, Visiting Professor, Department of
Marketing, Aalto University School of Business**

Title : Brands as Processes: Mediations and Representations