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He was also special counsel to the Provost on Visioning the future at the University. An expert in marketing and, in particular, issues of pricing and new product development, Dolan has authored or coauthored eight books and has published in a wide variety of journals including the Harvard Business Review, Marketing Science and the Journal of Marketing. His case studies and technical notes developed at Harvard Business School are among the most widely used in academia, selling over 2.5 ...

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Kash Rangan is the Malcolm P. McNair Professor of Marketing at the Harvard Business School. Formerly the chairman of the Marketing Department (1998-2002), he is now the co-chairman of the school's Social Enterprise Initiative. He has taught in a wide variety of MBA courses, including the core First-Year Marketing course (was its head across multiple sections from 1993-1996), and the second ...

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