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Thomas Clayton O'Guinn is a Professor of Marketing and the Irwin Maier Distinguished Chair in Business. He received his Ph.D. from the University of Texas at Austin. Prior to coming to Wisconsin he was at The University of Illinois Urbana-Champaign. Professor O'Guinn's research is broadly sociological.

Thomas (Tom) O'Guinn | Wisconsin School of Business at UW ...

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This fall, Thomas O'Guinn, professor of marketing at the Wisconsin School of Business, took the stage at the Association of Consumer Research's annual conference in Baltimore to receive the prestigious Long-Term Contribution Award in recognition of his 2001 research that has forever changed the way scholars and professionals understand brand loyalty.

Marketing Professor Thomas O'Guinn Recognized for ...

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Thomas C. O'Guinn, Ph. D., is Professor of Marketing at The University Of Wisconsin-Madison. He is also Research Fellow in the Center for Brand and Product Management, also at U.W.-Madison.

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