## DEBATES IN MARKETING ORIENTATION

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INVESTOR IN PEOPLE

I learned about science from my father. I learned about arts from my mother. So, here we are!

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### ABOUT THE AUTHOR

**Bilgehan Bozkurt** is an Assistant Professor of Marketing at Istanbul Arel University. He worked at a couple of universities and at a customer-oriented organization in Istanbul, Turkey. He taught marketing management, international business, innovation-oriented entrepreneurship, business research and operations. His professional work includes customer-oriented project management (business process re-engineering, customer relationship management and e-business), research and development, business analysis and software development.

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