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## Leading Business Research

**F**aculty at the *C. T. Bauer College of Business at the University of Houston* impact the business world with their thought provoking research.

Just ask Dr. Vanessa Patrick, an Associate Professor of Marketing, whose recent co-authored research focuses on why consumers are attracted to glossy items, connecting the appeal to the innate need for fresh water and identifying an opportunity for businesses to be more strategic in how they market and package products.

At Bauer, our faculty are bridging higher education with industry through research. *We are Houston, and we are your business connection.*

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