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The Marketing Navigator

The research questions asked by faculty at the C. T. Bauer College of Business answer real world business problems.

Ask Betsy Gelb, a marketing professor whose recent research on how organizations market retirement options to employees examines how companies maintain a workforce best qualified for the job.

This publication also marks her 23rd published piece in Business Horizons, garnering the publication's first-ever "Navigator of Business Horizons" award.

At Bauer, our faculty are studying applicable business cases and identifying areas for improvement. *We are Houston, and we are your business connection.*



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