Bartholomeus Johannes Jozef Bronnenberg
Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS
• Professor, Marketing

Teaching

COURSES
2017-18
• Marketing Management - Accelerated: MKTG 243 (Win)

Publications

PUBLICATIONS

• DO PHARMACISTS BUY BAYER? INFORMED SHOPPERS AND THE BRAND PREMIUM. *QUARTERLY JOURNAL OF ECONOMICS*
  Bronnenberg, B. J., Dube, J., Gentzkow, M., Shapiro, J. M.
  2015; 130 (4): 1669-1726

• Measuring long-run marketing effects and their implications for long-run marketing decisions. *MARKETING LETTERS*
  2008; 19 (3-4): 367-382