Bartholomeus Johannes Jozef J.
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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