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Ray Weaver
 ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION

UNIT	MARKETING
CONTACT	(617) 495-6314 Send E-Mail
INTERESTS	communities, consumer behavior, word of mouth, more >

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Ray Weaver is an Assistant Professor at Harvard Business School, where he teaches the first-year MBA course in marketing. His research focuses on social learning: the ways and extent to which people determine their wants and needs using information from the social environment. In addition to his academic career, Ray has held several positions at consulting and information technology firms, concentrating on the marketing of new technologies.

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