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Contributor: Kotler, Philip:

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Alexander Chernev is a
professor of marketing at
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Alexander Chernev University. He is an expert in marketing strategy, brand management and consumer behavior. Dr. Chernev holds a Ph.D. in psychology and a second Ph.D. in business administration from Duke University.

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Alexander Chernev is an area editor for the Journal of Marketing and serves on the editorial boards of the top research journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal

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Alexander Chernov is an editor for the Journal of Marketing and serves on the editorial boards of the top research journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and

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