

Chris Janiszewski

Chair at University of Florida

Gainesville, FL, US

Chris Janiszewski is an expert in branding, price perception, consumer learning and perceived value.

Biography

Chris Janiszewski is an expert in branding, price perception, consumer learning and perceived value. He is the Russell Berrie Eminent Scholar Chair in the Warrington College of Business.

Areas of Expertise

Consumer Learning, Price Perception, Perceived Value, Branding, Business

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