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Paul Baines is Senior Lecturer in Marketing at the School of Management, Cranfield University. Paul is the author and co-author of numerous journal articles and book chapters on the use of marketing techniques in non-conventional services environments, particularly for political parties and candidates.

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Paul is a Visiting Professor at Cranfield School of Management. Articles In Journals. Antonetti P, Baines P & Jain SP (2018) The persuasiveness of guilt appeals over time: Pathways to delayed compliance, Journal of Business Research, 90 (September) 14-25. Baines P & Jones N (2018) Influence and interference in foreign elections, RUSI Journal, 163 (1) 12-19.

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I am the co-author of the best-selling textbook 'Marketing 5e' by Baines, Fill & Rosengren (Oxford University Press, 2019) and 'Fundamentals of Marketing 2e' (also by OUP, 2021, in press).

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