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Professor Kerin is a frequent participant in executive development programs and is also an active consultant on matters of marketing planning and strategy. Professor Kerin has published and authored several texts and many articles on marketing.

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Professor Rudelius has co-authored other marketing textbooks. His articles have appeared in leading academic journals. During the past ten years, he has taught extensively in Europe; he serves on the board of directors for several business and not-for-profit organizations.

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Hartley was formerly the chair of the Department of Marketing at the University of Denver, and has taught at the University of Colorado, the University of Minnesota, and in several executive development programs. His teaching interests include principles of marketing, marketing research, and

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Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University in Dallas, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota. His teaching and research interests lie in marketing planning and strategy, product

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