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William Rudelius is professor emeritus at the University of Minnesota. He holds a BS degree in Mechanical Engineering from the University of Wisconsin and an MBA in Marketing and Ph.D. in Applied Economics from the Wharton School of the University of Pennsylvania. Professor Rudelius has served as a communications officer in the U.S. Air Force,...

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Professor Kerin has published and authored several texts and many articles on marketing. He also serves on numerous journal editorial review boards and is currently a member of the Board of Governors of the Academy of Marketing Science. Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver.

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