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Professor Rudelius has served as a communications officer in the U.S. Air Force, worked as an engineer in jet engine and aerospace departments of General Electric, directed an economic analysis section of a contract research center, and taught marketing at the University of Minnesota-Twin Cities, and the University of St. Thomas in Minnesota.

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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

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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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