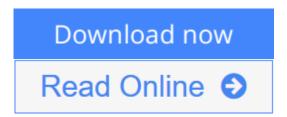


Marketing (Irwin Marketing)

By Roger Kerin, Steven Hartley, William Rudelius



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Editorial Review

About the Author

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William Rudelius holds the Endowed Chair in Global Marketing at the Graduate School of Business of the University of St. Thomas in Minnesota. He holds a B.S. degree in Mechanical Engineering from the University of Wisconsin and an M.B.A. in Marketing and Ph.D. in Applied Economics from the Wharton School of the University of Pennsylvania. 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.

Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver. He holds Bachelor of Mechanical Engineering, M.B.A., and Ph.D. degrees from the University of Minnesota. Dr. 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 marketing planning. Dr. Hartley's research has appeared in many leading marketing publications. He is an active consultant to several prominent U.S. corporations and is active in many professional organizations including the American Marketing Association, the Academy of Marketing Science, and the Marketing Educators' Association.

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