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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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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 management, and financial aspects of marketing ...

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