



Marketing

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Marketing utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:

High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques.

Personalized Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs through cases, exercises, and testimonials that allows students to personalize marketing and identify possible career interests.

Marketing Decision Making – The use of extended examples, cases, and videos involving people making marketing decisions.

Integrated Technology - The use of powerful technical resources and learning solutions.

Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts.

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Marketing By Roger Kerin, Steven Hartley, William Rudelius Bibliography

- Sales Rank: #182775 in Books
- Published on: 2010-01-13
- Original language: English
- Number of items: 1
- Dimensions: 10.50" h x 1.30" w x 8.40" l, 4.14 pounds
- Binding: Hardcover
- 800 pages

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Editorial Review

About the Author

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.

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, financial aspects of marketing, and marketing research. 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. 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.

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.

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