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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.

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Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver. He holds a bachelor’s degree in mechanical engineering, an M.B.A., and a Ph.D. from the University of Minnesota.

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