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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.

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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.

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His teaching and research interests lie in marketing planning and strategy, product management, and financial aspects of marketing. Professor Kerin is a frequent participant in executive development programs and is also an active consultant on matters of marketing planning and strategy.

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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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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...

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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.

MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package. The Core is more than just a "baby Kerin"; it combines great writing style, currency, and supplements into the ideal package.

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Rigorous Pedagogical Framework Pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, Applying Marketing Knowledge exercises, Building Your Marketing Plan guidelines, video and written cases, and other helpful supplements.

Traditional and Contemporary Coverage and Examples Comprehensive and integrated coverage of traditional and contemporary marketing concepts supported by current and interesting examples.

Integrated Technology The use of powerful technical resources and learning solutions, such as Connect, LearnSmart with SmartBook, www.kerin.tv, www.kerinmarketing.com, and QR codes.

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

Personalized Marketing Vivid and accurate description of businesses, nonprofit organizations, marketing professionals (including many of whom are women and minorities), and entrepreneurs - through cases, exercises, and testimonials - that allows students to personalise marketing and identify possible career interests.

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