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### Marketing Kerin Hartley And Rudelius

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. Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver.

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William Rudelius is professor emeritus at the University of  
Minnesota. He holds a BS degree in Mechanical Engineering from  
the University of Wisconsin and an MBA in Marketing and Ph.D.  
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of Pennsylvania. Professor Rudelius has served as a  
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Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver. He holds Bachelor of Mechanical Engineering, Master of Business Administration, 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...

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