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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.

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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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