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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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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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