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William Rudelius  
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Dr. Hartley was  
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Colorado, the University of Minnesota, and in several executive development programs. His teaching interests include principles of marketing, marketing research, and marketing planning. Dr. **Marketing the Core Chapter 6 Flashcards | Quizlet** Marketing: The Core, 7th Edition by Roger Kerin and Steven Hartley (9781259712364) Preview the textbook, purchase or get a FREE instructor-only desk copy. *Amazon.com: Loose Leaf*

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