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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

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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

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