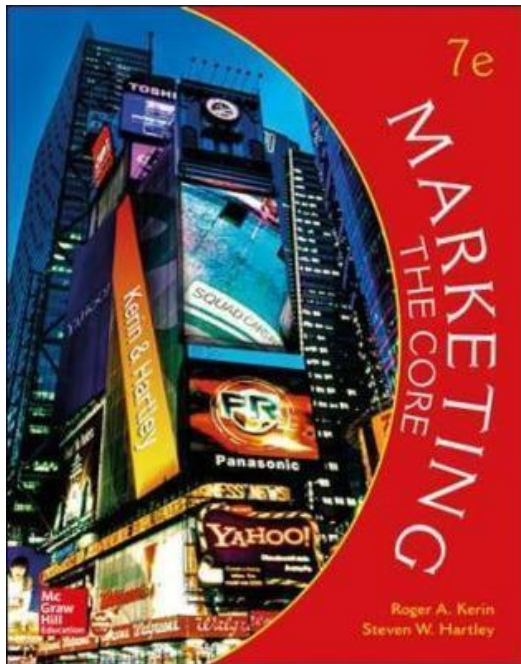


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## Additional Information:

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Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University in Dallas, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota. His teaching and research interests lie in marketing planning and strategy, product management, financial aspects of marketing, and marketing research. Professor Kerin is a frequent participant in executive development programs and is also an active consultant on matters of marketing planning and strategy. 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.

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