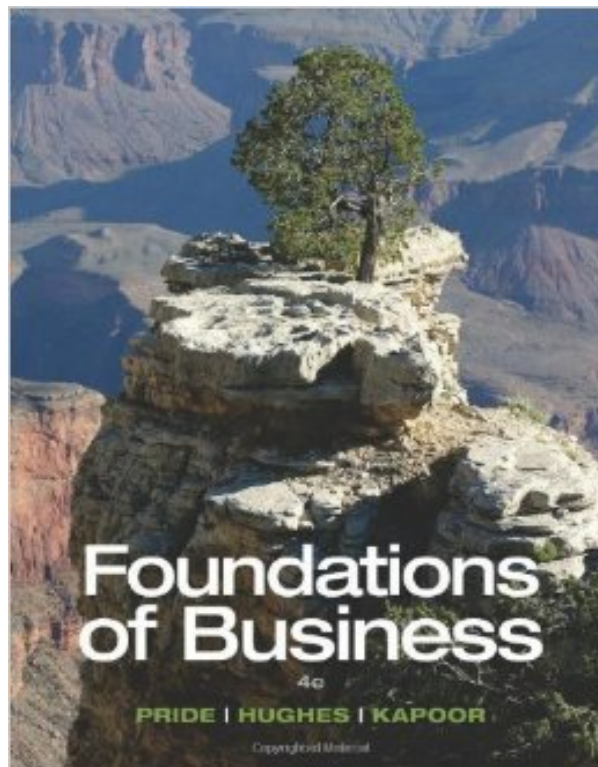
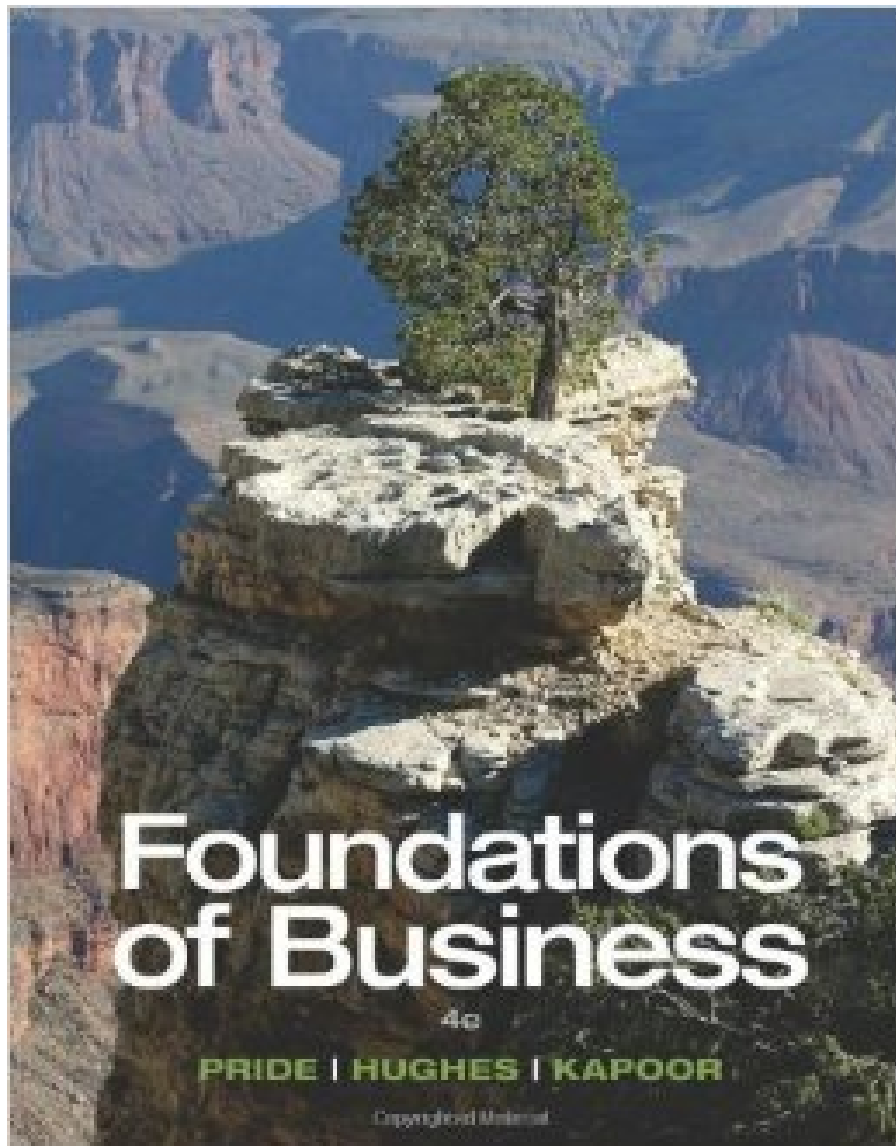


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About the Author

William Pride (Ph.D., Louisiana State University) is a professor of marketing in the Mays Business School, Texas A&M University. In addition to this text, he is co-author of a market-leading Principles of Marketing text. Dr. Pride's research interests include advertising, promotion, and distribution channels, and his research articles have appeared in major professional journals, such as the JOURNAL OF MARKETING, the JOURNAL OF MARKETING RESEARCH, the JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, and the JOURNAL OF ADVERTISING. Dr. Pride is a member of the American Marketing Association, Academy of Marketing Science, Society for Marketing Advances, and the Marketing Management Association. He has received the Marketing Fellow Award from the Society of Marketing Advances and the Marketing Innovation Award from the Marketing Management Association. Both of these are lifetime achievement awards.

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