



## Marketing Principles and Best Practices (with Access Certificate, Xtra!, and InfoTrac)

By K. Douglas Hoffman, Michael R. Czinkota, Peter R. Dickson, Patrick Dunne, Abbie Griffin

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- Sales Rank: #1745245 in Books
- Brand: South-Western College Pub
- Published on: 2004-01-05
- Original language: English
- Number of items: 1
- Dimensions: 1.01" h x 8.60" w x 11.04" l,
- Binding: Hardcover
- 640 pages

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## **Editorial Review**

### **About the Author**

K. Douglas Hoffman earned his master's and doctorate degrees from the University of Kentucky and his bachelor's degree from The Ohio State University. He has been formally recognized for teaching excellence and has served as past education coordinator for the Services Marketing Special Interest Group of the American Marketing Association. Dr. Hoffman currently is a professor of marketing and has taught such courses as Principles of Marketing, Services Marketing, E-Marketing, Retail Management, and Marketing Management. His primary teaching and research passion is services marketing. He launched the first services marketing classes at Mississippi State University, the University of North Carolina at Wilmington, and Colorado State University. Prior to his academic career, Dr. Hoffman was actively involved in his family-owned golf course business, served as a distribution analyst for Volkswagen of America, and worked as a research analyst for the Parker Hannifin Corp. His current research and consulting activities are primarily in the areas of customer service/satisfaction and services marketing education. Dr. Hoffman has coauthored two other South-Western/Thomson Learning texts: *Essentials of Services Marketing* and *Managing Services Marketing*, both with John E. G. Bateson.

Michael R. Czinkota is one of the foremost experts on international business and marketing in the world. His insights and counsel are frequently sought by the media, global companies, and governments all over the world. He is a frequent speaker on issues related to trade, trade policy, and global business strategies. His key research is in the field of export promotion and export development. He has served in the U.S. Government as Deputy Assistant Secretary of Commerce, where he was responsible for trade analysis and support of trade negotiations. He holds three honorary doctorates and advises universities around the globe. He currently serves on the faculty of The McDonough School of Business at Georgetown University.

Peter R. Dickson is the Knight-Ridder Eminent Scholar in Global Marketing at Florida International University. He was previously the Arthur C. Nielsen Jr., Chair of Marketing Research at the University of Wisconsin-Madison Nielsen Center for Marketing Research and the Crane Professor of Strategic Marketing at The Ohio State University. Dr. Dickson is heading up the NHCC/FIU Hispanic Market Research project, is the Academic Director of the Master of International Business, and is leading the launch of the Masters in Sales Management at the Chapman Business School, Florida International University. Dr. Dickson is the past Chairman of the marketing strategy special interest group of the American Marketing Association. He has won awards for his undergraduate and graduate teaching and four of his most recent academic papers have won national awards. He recently, co-authored with Dr. Tom Miller a paper that reviewed the impact of the Internet on market research. He has also written on the dubious origins of the Sherman Antitrust Act, a cornerstone of marketing law in the United States.

Patrick Dunne, an Associate Professor of Marketing at the Jerry Rawls College of Business at Texas Tech University, received his MBA and Ph.D. from Michigan State University and his BSBA from Xavier University. In over 30 years of years of university teaching at Michigan State, Drake, Oklahoma, and Texas Tech, Dr. Dunne has taught a wide variety of marketing and retailing courses at both the undergraduate and graduate levels. In addition to authoring over a dozen retailing textbooks, he has published articles in many of the leading academic journals. Professor Dunne has been honored with several university teaching awards and has an active involvement in professional training programs. He is also an active consultant to a variety of retailers and wholesalers.

Abbie Griffin earned her Ph.D. in management from the Massachusetts Institute of Technology, her M.B.A. from Harvard University and her B.S.ChE from Purdue University. She is editor of the Journal of Product Innovation Management, and serves as director of the Product Development and Management Association. She has received the 1997 Marketing Science Institute Best Paper Award, the 1993 John D. C. Little Best Paper Award, and the 1994 Frank M. Bass Dissertation Paper Award for "Voice of the Customer." Dr. Griffin teaches product development and business-to-business marketing. Her research interests include measuring and improving new product development processes, obtaining customer inputs into new product development, decreasing time to commercialize products, and management of technology. Dr. Griffin's professional experience includes consulting in marketing, strategic planning, and technology management to technology dependent firms. She is on the Board of Directors of International Truck and Engine (formerly Navistar).

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