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## Marketing The Core By Kerin Hartley Rudelius 5th Edition

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Marketers try to people to buy things people need but  
want Exchange: Trade things of value between buyer  
and seller so each is better off Most popular medium of  
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Roger A. Kerin is the Harold C. Simmons Distinguished  
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Roger A. Kerin; Steven W. Hartley; William Rudelius.  
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helped to launch the Greek yogurt trend in the U.S. The  
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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.

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