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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 University of St. Thomas in Minnesota.

William Rudelius | Kerin & Hartley Marketing

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. Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver.

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This core text distills Marketing's 22 chapters down to 18, leaving instructors the content they need to cover the essentials of marketing in a single semester. Up-to-date and classic examples are included that students should be

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Organizations matter. Most people spend a third to a half of their lives working in organizations. Given the high rates of unemployment people also spend more time looking for work. In addition, globalization and technological innovation continues to profoundly shape organizational culture, leadership, demography, and structure. For these and many other reasons, it is important for individuals to understand the nature of contemporary organizations. "Psychology and Systems at Work" provides know-how for retaining commitment to collective goals while taping the knowledge of a diverse workforce for riding the waves of change, utilizing mistakes to perfect systems, and insuring quality production. 21st Century theory, empirical findings, systemic intervention processes, and tool sets are thoroughly treated. Organizational life goes through times of relative harmony disrupted by periods of stress and uncertainty. However, in our own many decades of experience, we've been pleasantly surprised at how well people face challenges, defy the odds, and triumph. Success is the result of many factors—including good luck. But we have noticed, as Louis Pasteur observed long ago, that chance favors the prepared mind and resilient work habits. Learning Goals Upon completing this book, readers should be able to: Design systems that are flexible in a fast-changing environment Understand the basic foundations that shape organizational behavior Apply material they learn to real-life scenarios

"The goal of the 16th edition of Marketing is to create an exceptional experience for to day's students and instructors of marketing. The development of Marketing was based on a rigorous process of assessment, and the outcome of the process is a text and package of learning tools that are based on engagement, leadership, and innovation in marketing education"--