



Roger A Kerin

**Roger Kerin, Steven Hartley, William
Rudelius**



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- High Engagement Style: Easy to read, interactive writing style that engages students through active learning techniques.
- Personalized Marketing: A vivid and accurate description of businesses, marketing professionals, and entrepreneurs through cases, exercises, and testimonials that allows students to personalize marketing and identify possible career interests.
- Marketing Decision Making: The use of extended examples, cases, and videos involving people making marketing decisions.
- Integrated Technology: The use of powerful technical resources and learning solutions such as Connect, LearnSmart, SmartBook, www.kerinmarketing.com, and video links.
- Traditional and Contemporary Coverage: Comprehensive and integrated coverage of traditional and contemporary concepts.
- Rigorous Framework: A pedagogy based on the use of learning objectives, learning reviews, learning objectives reviews, and supportive student supplements.

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