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By William M. Pride, Ferrell

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Editorial Review

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 book. 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.

O. C. Ferrell is Professor of Marketing and Creative Enterprise Scholar at Anderson Schools of Management, University of New Mexico. He recently served as the Bill Daniels Distinguished Professor of Business Ethics at the University of Wyoming and previously as chair of the Colorado State University Marketing Department. He has also been on the faculties of University of Memphis, Texas A&M University, and Illinois State University. He received his Ph.D. in marketing from Louisiana State University. He is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is currently a member of the advisory committee for the AMA marketing certification program. In addition, he is a former member of the Academy of Marketing Science Board of Governors and is a Society of Marketing Advances and Southwestern Marketing Association Fellow. He is the Academy of Marketing Science's Vice President of Publications. He currently serves as Marketing Ethics and Social Issues Section Editor of the JOURNAL OF MICROMARKETING. Dr. Ferrell is the co-author of 18 books and approximately 75 articles. His articles have been published in the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF BUSINESS ETHICS, JOURNAL OF BUSINESS RESEARCH, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF PUBLIC POLICY MARKETING, as well as other journals.

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