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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.

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Professor Rudelius has co-authored other marketing textbooks. His articles have appeared in leading academic journals. During the past ten years, he has taught extensively in Europe; he serves on the board of directors for several business and not-for-profit organizations.

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