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Education:

DBA	University of Memphis	1983
MBA	University of South Florida	1973
BA	University of South Florida	1968
AA	Manatee Junior College	1964

Academic Work Experience:

Georgia Southern University - 1982-Present, Professor of Marketing, Member Graduate College Faculty
University of Memphis - 1979-1982, Teaching Assistant
Christian Brothers College - 1981, Instructor of Marketing
Georgia Southern College - 1977-1979, Instructor of Marketing
University of South Florida - 1975-1977, Instructor of Marketing

Association Positions:

Executive Director: Association of Marketing Theory & Practice

Editorial Positions:

Senior Reviewer for the ***Journal of Marketing Theory & Practice***

Journal Articles:

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