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College of Business at Belmont University. Before joining the College of Business, she was a Professor of Marketing and Creative Enterprise Scholar with the University of New Mexico's Anderson School of Management.

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About the Author. He has served as a faculty member for the Masters Degree Program in Marketing at Thammasat University (Bangkok, Thailand). Ferrell received his BA and MBA from Florida State University and his PhD from Louisiana State University. His teaching and research interests include business ethics, corporate citizenship, and marketing.

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