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By J. Paul Peter, Jr. James H. Donnelly

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## **Editorial Review**

### **About the Author**

J. Paul Peter is another very highly regarded marketing educator and is also at UW-Madison. He has won many awards for his contributions through research, textbooks, and education.

James H. Donnelly, Jr. Is the Turner Professor in the College of Business and Economics, Univ. of Kentucky. Research areas include marketing and banking.

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