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Ferrell has served as an expert witness on marketing issues for numerous legal cases, has been quoted in leading business publications, such as USA Today and Wall Street Journal, and has appeared on The Today Show to discuss marketing issues. Michael D. Hartline (Ph.D., The University of Memphis) is Associate Dean for Strategic Initiatives and the Charles A. Bruning Professor of Business Administration in the College of Business at Florida State University, where he is responsible for ...

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