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*By Roger Kerin Steven Hartley*

Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University in Dallas, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota.

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Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University. Professor Kerin holds a B.A. (magna cum laude), MBA and Ph.D. from the University of Minnesota. His teaching and research interests lie in marketing planning and strategy, product management, financial aspects of...

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