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Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota. His teaching and research interests lie in marketing planning and strategy, product management, financial aspects of marketing, and marketing research.

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Chapter 1: "Foundations of Strategic Marketing Management" provides a summary of the strategic marketing management process. The principal emphasis is on defining an organization's business, mission, and goals; identifying and framing organizational opportunities; formulating product-market strategies; budgeting; and controlling the marketing effort.

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