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George Belch is a professor and chairman of the Marketing department at San Diego State

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University. He received a B.S. in Marketing from Penn State University, an M.S. in Marketing from the University of Colorado and a Ph.D. in Marketing from the University of California, Los Angeles. He has published numerous articles in prominent journals

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include advertising,
direct response
advertising, sales
promotion, PR, Internet
advertising, etc.
marketing mix. the

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of marketing 1. product
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