

ABOUT THE AUTHORS

David Loudon, PhD, is Professor of Marketing and Head, Department of Management and Marketing in the College of Business Administration at University of Louisiana at Monroe. He has been a faculty member at Louisiana State University, University of Rhode Island, Hong Kong Shue Yan College, and the North American Executive Program in Monterrey, Mexico. He has taught a variety of courses but focuses on marketing management and consumer behavior. Dr. Loudon is the co-author of twelve books and has conducted research in the United States, Europe, Asia, and Latin America on such topics as consumer behavior, international marketing, services marketing, and marketing management. He has written more than 100 papers, articles, and business cases, and his research findings have been published in a number of journals and in the proceedings of numerous professional conferences. He is co-author of *Marketing Research: Text and Cases*. He also is co-editor of Best Business Books, an imprint of The Haworth Press, Inc., and co-editor of *Services Marketing Quarterly*.

Robert Stevens, PhD, is Professor of Marketing in the Department of Management and Marketing at University of Louisiana at Monroe. During his distinguished career, Dr. Stevens has taught at the University of Arkansas, the University of Southern Mississippi, and Hong Kong Shue Yan College. He teaches marketing management, business research, statistics, marketing research, and strategic management. The author and co-author of 20 books—including *Marketing Research: Text and Cases*—and more than 150 articles, he has served as a consultant to local, regional, and national firms for research projects, feasibility studies, and marketing planning, has been the owner of a marketing research company, and is currently the owner of two small businesses. He is co-editor of the *Services Marketing Quarterly* and serves on the editorial review boards of four other professional journals. He was selected as Northeast Louisiana University's Outstanding Professor of Business Administration in 1997 and has been

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Bruce Wrenn, PhD, is Professor of Marketing in the School of Business and Economics at Indiana University South Bend. The author of several books on marketing management, planning, and research, and two books on marketing for religious organizations, Dr. Wrenn has also written numerous articles on marketing strategy, research, and marketing techniques for nonprofit, for-profit, and health care organizations. He is co-author of *Marketing Research: Text and Cases*. He spent several years with a major pharmaceutical company performing market analysis and planning, and has served as a consultant to a number of industries, religious denominations, and organizations in the food, high-tech, and health care industries.