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Hartley was formerly the chair of the Department of Marketing at the University of Denver and has taught at the University of Colorado, the University of Minnesota, and in several executive development

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programs. His teaching interests include principles of marketing, marketing research, and marketing planning.

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Dr. Hartley's research has appeared in many leading marketing publications. He is an active consultant to several prominent U.S. corporations and is active in many professional organizations including the American Marketing Association, the Academy of Marketing Science, and the Marketing Educators' Association.

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