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(with Kurt Matzler, Lawrence J. Ring, Alexander Linder, and Franz Bailom), Innovative Marketing, 6, 1, 2010, 24 - 28. The Interplay of Temperament and Regulatory Focus on Consumer Problem-Solving Modes

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Mooradian, T.A., Matzler, K., and Ring, L.J. (2011), Strategic Marketing 1/e (New York: Pearson/Prentice Hall) Course Purpose and Objective. Strategic marketing is the essential marketing activity – it organizes and directs all other marketing activities and aligns the firm with its customers.

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