

Marketing (MindTap Course List)

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William M. Pride is Professor of Marketing, Mays Business School, at Texas A&M University. He received his Ph.D. from Louisiana State University. In addition to this text, he is the co-author of Cengage Learning's **FOUNDATIONS OF BUSINESS**, a market leader. Dr. Pride teaches Principles of Marketing at both undergraduate and graduate levels and constantly solicits student feedback important to revising a Principles of Marketing text. Dr. Pride's research interests are in advertising, promotion, and distribution channels. His research articles have appeared in major journals in the fields of marketing, such as the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of the Academy of Marketing Science*, and the *Journal of Advertising*. Dr. Pride is a member of the American Marketing Association, Academy of Marketing Science, Society for Marketing Advances, and the Marketing Management Association. He has received the Marketing Fellow Award from the Society for Marketing Advances and the Marketing Innovation Award from the Marketing Management Association. Both of these are lifetime achievement awards.

O. C. Ferrell is The James T. Pursell Sr. Eminent Scholar Chair in Ethics and Director of the Center for Ethical Organizational Cultures, Auburn University. He served as the Distinguished Professor of Leadership and Ethics at Belmont University and University Distinguished Professor of Marketing at the Anderson School of Management at University of New Mexico. He has also taught at University of Wyoming, Colorado State University, University of Memphis, Texas A&M University, Illinois State University and Southern Illinois University. He received his Ph.D. in marketing from Louisiana State University. He is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee that developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is also a former member of the Academy of Marketing Science Board of Governors and is a Society of Marketing Advances and Southwestern Marketing Association Fellow and an Academy of Marketing Science Distinguished Fellow. He was vice president of publications and is president-elect for the Academy of Marketing Science. He has received numerous awards, including the first recipient of the Marketing Education Innovation Award from the Marketing Management Association, a Lifetime Achievement Award from Macromarketing Society, an Southeast Doctoral Consortium award for service to doctoral students, the Harold Berkman Lifetime Service Award from the Academy of Marketing Science and the Cutco/Vector Distinguished Marketing Educator Award. Dr. Ferrell has co-authored 20 books and more than 100 articles and papers in journals such as *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of*

the Academy of Marketing Science and Journal of Public Policy & Marketing.
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