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Jack R. Kapoor Robert J. Hughes William M. Pride. Dr. William M. Pride is a Professor of Marketing, Mays Business School, at Texas A&M University. Dr. Pride got his Ph.D. from Louisiana State University. He is the co-author of Cengage's FOUNDATIONS OF BUSINESS, a market leader.

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He has also served as an Assistant National Bank Examiner for the U.S. Treasury Department and as an international trade consultant to Bolting Manufacturing Co., Ltd., Mumbai, India.Dr. Kapoor is...

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