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Dr. Kenneth E. Clow is a professor of Marketing in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as the Dean for the University of North Carolina at Pembroke and as the MBA Director at Pittsburg State University. ... Donald Baack is a University Professor of Management at PSU and has been ...

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Clow & Baack, Integrated Advertising, Promotion, and ...

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Kenneth Clow is a Professor of Marketing and holds the Biedenharn Endowed Chair of Business in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as Dean at both the University of Louisiana at Monroe and the University of North Carolina at Pembroke.

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