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and innovative technology to help students eagerly master the material and succeed in class.

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consumption is considered to be the fundamental premise of our society. CB,5th ed., 2018, Prof. Dr. P. Zamaros

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Harris's research focuses primarily on personality issues pertaining to consumer and employee behavior, customer-contact personnel, customer orientation,

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and sales force goal orientations. He is affiliated with a number of professional associations, including the American Marketing Association, Academy of Marketing Science, Society of Marketing Advances, and Association of Collegiate Marketing Educators.

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