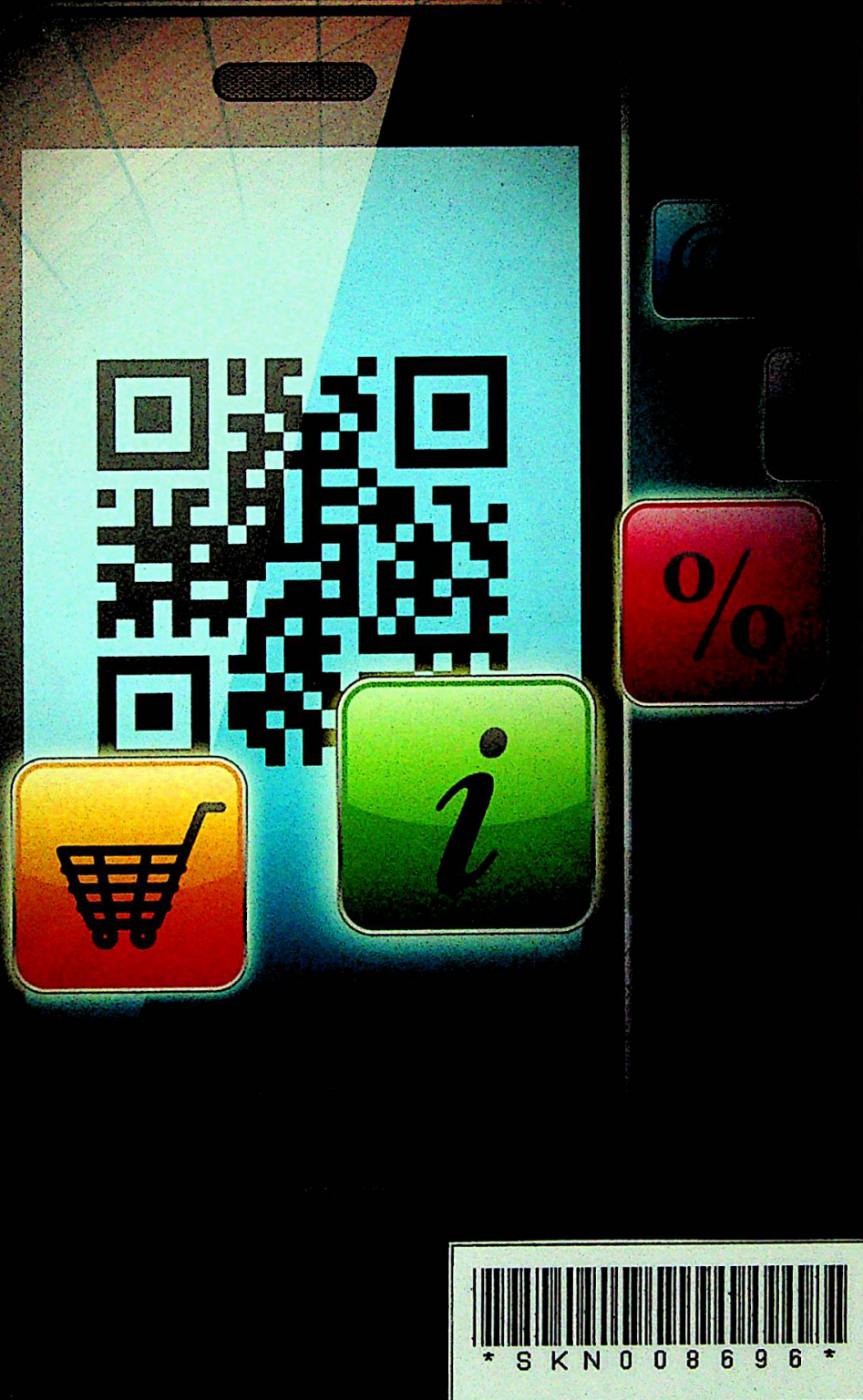


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Boone & Kurtz



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Boone & Kurtz

David L. Kurtz
University of Arkansas

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ABOUT THE AUTHOR



DAVE KURTZ

During **Dave Kurtz's** high school days, no one in Salisbury, Maryland, would have mistaken him for a scholar. In fact, he was a mediocre student, so bad that his father steered him toward higher education by finding him a succession of backbreaking summer jobs. Thankfully, most of them have been erased from his memory, but a few linger, including picking peaches, loading watermelons on trucks headed for market, and working as a pipefitter's helper. Unfortunately, these jobs had zero impact on his academic standing. Worse yet for Dave's ego, he was no better than average as a high school athlete in football and track.

But four years at Davis & Elkins College in Elkins, West Virginia, turned him around. Excellent instructors helped get Dave on a sound academic footing. His grade point average soared—enough to get him accepted by the graduate business school at the University of Arkansas, where he met Gene Boone. Gene and Dave became longtime co-authors; together they produced more than 50 books. In addition to writing, Dave and Gene were involved in several business ventures. Unfortunately, Gene passed away, but Dave continues to carry on the tradition of *Contemporary Marketing*.

Dave wishes you the best of luck in your marketing course. If you have any questions or comments, you can contact Dave at profkurtz@gmail.com.

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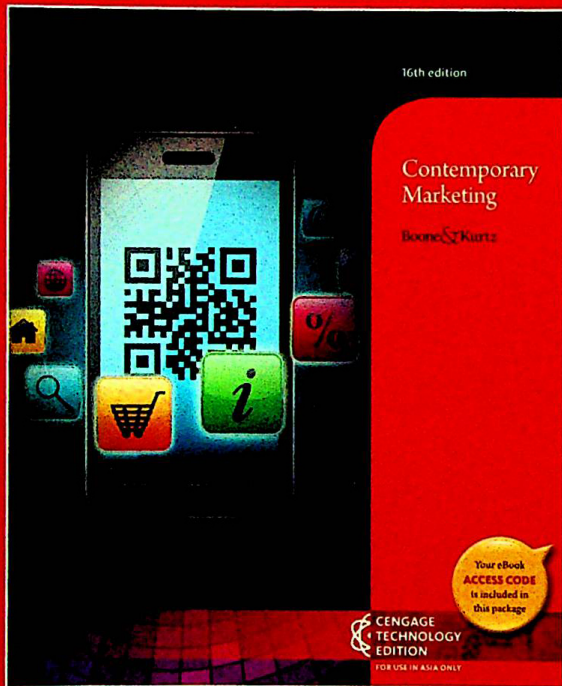
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