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He is also the former vice president of development for the Academy of Marketing Science. Dr. Hartline has won numerous teaching and research awards, has taught M.B.A. courses in marketing strategy and corporate reputation management and has taught undergraduate courses in services marketing and retailing.

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Michael D. Hartline, Ph.D. - Florida State University

Ferrell & Hartline (2005), Marketing Strategy (3rd Edition). Thompson South-Western. Optional Textbook : Pride & Ferrell (2006), Marketing (13th Edition), ISBN 0-618-47446-3 (looseleaf - lower price) or 0-618-47445-5 (hardbound). Other Materials :

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Required Textbooks : Ferrell & Hartline (2008), Marketing Strategy (4th Edition). Thompson South-Western. Lamb, Hair, & McDaniel (2007), MKTG (2007-2008 Edition).

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