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He also teaches on special assignments at universities abroad. Dr. Fraedrich has completed extensive research in the areas of marketing and ethics. His numerous articles have been published in the Journal of Macro Marketing, Journal of Business Ethics, and many other journals. He received his B.S. from Brigham Young University, his M.S. from Texas A&M University, and his Ph.D. in marketing from

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Young and Texas A&M University and is the Jannetides Professor of Business Ethics at Southern Illinois University. He has written more than 50 books, articles, and proceedings, mostly related to the application of ethics and values, and has represented academia at the ambassador level in Washington D.C.

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