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He is the author of other marketing texts and his long-term consulting clients include Calor, Fujitsu, JCB, Raytheon, Royal & Sun Alliance and many retailers. William Pride (Ph.D., Louisiana State University) is a professor of marketing in the Mays Business School, Texas A&M University.

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Ferrell is the co-author of 18 books and approximately 75 articles. His articles have been published in the *JOURNAL OF MARKETING RESEARCH*, *JOURNAL OF MARKETING*, *JOURNAL OF BUSINESS ETHICS*, *JOURNAL OF BUSINESS RESEARCH*, *JOURNAL OF THE ACADEMY OF MARKETING SCIENCE*, *JOURNAL OF PUBLIC POLICY MARKETING*, as well as other journals.

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