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Dr. Bateson was also a senior vice president with Gemini Consulting and a Member of the Group Executive Committee of the Cap Gemini Group. He was Associate Professor of Marketing at the London Business School, England, and taught as a visiting associate professor at the Stanford Business School.

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Dr. Bateson was actively involved with the formation of the services division of the American Marketing Association. He served on the Services Council for four years and has chaired sessions of the AMA Services Marketing Conference.

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Hoffman currently is a professor of marketing and has taught such courses as Principles of Marketing, Services Marketing, E-Marketing, Retail Management, and Marketing Management. His primary...

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