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J. Holton Wilson holds a B.A. and B.S. from Otterbein College, an M.B.A. from Bowling Green State University, and a D.B.A. from Kent State University. Dr. Wilson is professor emeritus of marketing at Central Michigan University, where he taught marketing analysis, sales forecasting, and economic analysis for managers. He has published numerous articles in economic, forecasting, and marketing ...

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Wilson is professor emeritus of marketing at Central Michigan University, where he taught marketing analysis, sales forecasting, and economic analysis for managers. He has published numerous articles in economic, forecasting, and marketing journals, as well as several textbooks in these disciplines.

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