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*Vithala R. Rao is Deane W. Malott Professor of Marketing at DePaul University, Chicago, IL. He is a leading expert in the area of conjoint analysis and has published numerous articles and books on the subject. He is also a frequent speaker at marketing conferences and seminars. His research has been cited in many academic journals and books. He is currently working on a book on the application of conjoint analysis in marketing research.

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