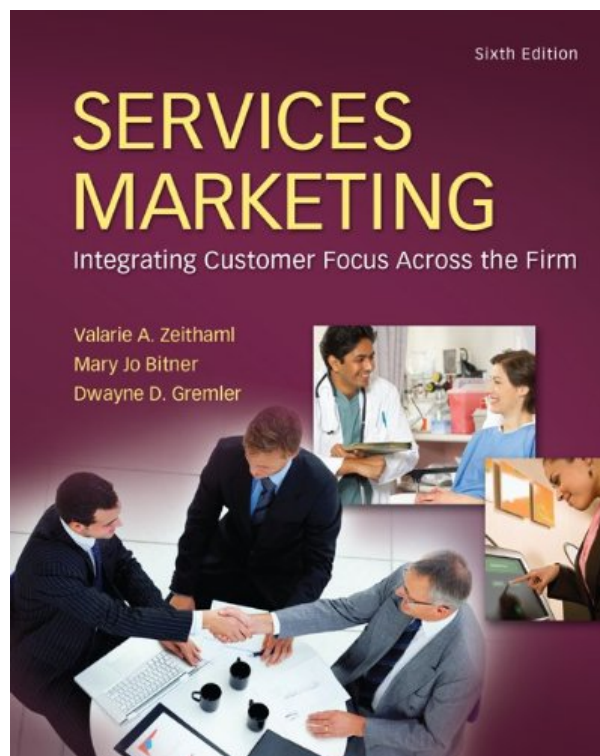


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DWAYNE D. GREMLER, Bowling Green State University, received his MBA and PhD degrees from Arizona State University. He is a passionate advocate for the research and instruction of services marketing issues. He has served as Chair of the American Marketing Association's Services Marketing Special Interest Group and has helped organize services marketing conferences in Australia, The Netherlands, France, and the United States. He has been the recipient of several research awards and while a professor at the University of Idaho, Dr. Gremler received the First Interstate Bank Student Excellence in Award for teaching, an award determined by students in the College of Business and Economics.

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