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By John J. Wild, Kenneth L. Wild

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Bibliography

- Sales Rank: #118132 in Books
- Published on: 2013-01-12
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 10.80" h x .90" w x 8.50" l, 1.75 pounds
- Binding: Paperback
- 480 pages

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Editorial Review

About the Author

John J. Wild is Professor of Business and Vilas Research Scholar at The University of Wisconsin at Madison, where he also received his Ph.D. He has received numerous teaching awards at Wisconsin as well as from Michigan State University. He is a frequent speaker at universities and national and international conferences.

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