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Professor Laudon passed away on December 26, 2019, at the age of 75. He is survived by Jane Laudon, his wife of 49 years and coauthor on several of his texts.

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point) method of  
interaction with the  
customer, such as  
telephone, e-mail,  
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Ken Laudon's hobby is sailing. Jane Price Laudon is a management consultant in the

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