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Dr. Marcus Alexis, 416 University Park, associate professor of Business Administration at the University of Rochester, has published an article in the current Journal of Marketing entitled "Marketing Laws and Marketing Strategy."

Dr. Alexis was graduated from Brooklyn College, earned a master's degree at Michigan State University, and received his doctorate at the University of Minnesota in the field of economics.

He has published some twelve articles, and has two books in process concerning problems of measurement and their use in decision making.

He spent the 1961-62 school year at Harvard University on a Ford post-doctoral fellowship studying decision theory. Dr. Alexis was previously associate professor at De Pauw University.

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