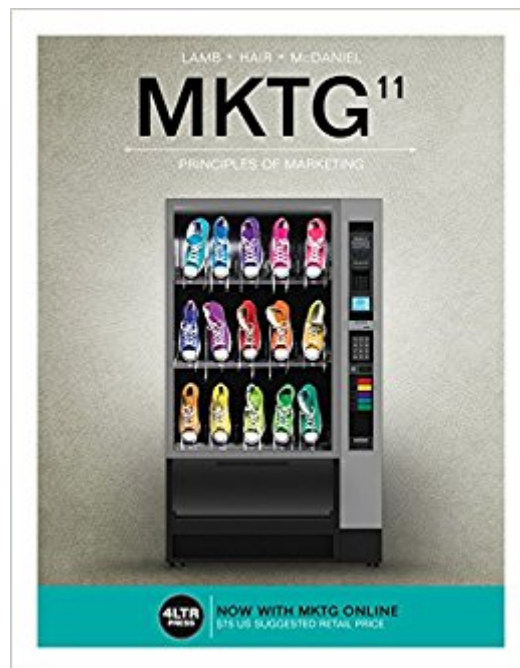




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Charles W. Lamb, Jr., served as chair of the department of marketing at the M. J. Neeley School of Business from 1982 to 1988 and again from 1997 to 2003. He is currently chair of the Department of Information Systems and Supply Chain Management and is a former president of the Academy of Marketing Science and the Southwestern Marketing Association. Lamb has authored or co-authored more than a dozen books and anthologies on marketing topics and over 150 articles that have appeared in academic journals and conference proceedings. In 1997, he was awarded the prestigious Chancellor's Award for Distinguished Research and Creative Activity at TCU. This is the highest honor that the university bestows on its faculty. Other key honors he has received include the M. J. Neeley School of Business Research Award and selection as a Distinguished Fellow of the Academy of Marketing Science and Fellow of the Southwestern Marketing Association. Joseph Hair is Professor of Marketing at Kennesaw State University. He previously held the Alvin C. Copeland Endowed Chair of Franchising and was Director, Entrepreneurship Institute, Louisiana State University. Hair also held the Phil B. Hardin Chair of Marketing at the University of Mississippi. He has taught graduate and undergraduate marketing, sales management, and marketing research courses. Hair has authored more than 40 books and more than 80 articles in scholarly journals. He has also participated on many university committees and has chaired numerous departmental task forces. He serves on the editorial review boards of several journals. He is a member of the Academy of Marketing Science, American Marketing Association, Society for Marketing Advances, and Association for Marketing and Healthcare Research. He was selected as the 2011 AMS CUTCO/VECTOR Distinguished Marketing Educator, as the 2007 Innovative Marketer of the Year by the Marketing Management Association, and was the 2004 recipient of the Academy of Marketing Science Excellence in Teaching Award. Hair holds a bachelor's degree in economics, a master's degree in marketing, and a doctorate in marketing, all from the University of Florida. He also serves as a marketing consultant to businesses in a variety of industries ranging from food and retail to financial services, health care, electronics, and the U.S. Departments of Agriculture and

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Easy to read. I like the tearout reference section in the back. The online component was very nice as well.

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