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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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McDaniel is a member of the American Marketing Association. In addition to his academic experience, McDaniel has business experience as the co-owner of a marketing research firm. McDaniel has also served as senior consultant to the International Trade Centre (ITC), Geneva, Switzerland.

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In addition to MKTG, McDaniel has written and co-authored over 50 textbooks in marketing and business. McDaniel s research has appeared in such publications as the Journal of Marketing, Journal of Business Research, Journal of the Academy of Marketing Science, and California Management Review. McDaniel is a member of the American Marketing ...

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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 ...

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