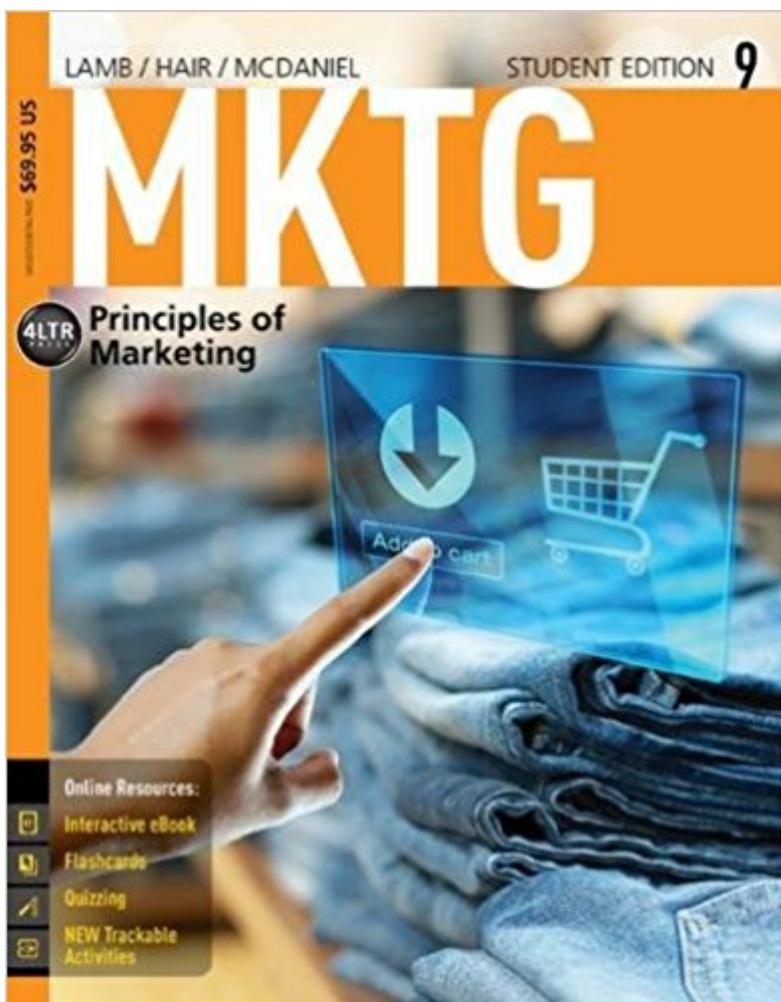


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Charles W. Lamb, Jr., served as chair of the department of marketing at the M. J. Neeley School of Business from 1982 to 1988 and again from 1997 to 2003. He is currently chair of the Department of Information Systems and Supply Chain Management and 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 Interior. Carl McDaniel is professor emeritus in service at the University of Texas-Arlington. He currently holds courses for the executive MBA program on the Fort Worth campus and in China. He

was the chairman of the marketing department at UTA for 32 years. McDaniel's career spanned more than 40 years, during which he was the recipient of several awards for outstanding teaching. McDaniel has also been a district sales manager for Southwestern Bell Telephone Company and served as a board member of the North Texas Higher Education Authority, a billion-dollar financial institution. 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 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. The ITC's mission is to help developing nations increase their exports. He has a bachelor's degree from the University of Arkansas and his master's degree and doctorate from Arizona State University.

I am having to read through this textbook right now for my Marketing class. It is not a terrible book, but it could be better. For my first Marketing class, the study seems more complicated than it needs to be. I know it is just presenting the facts, but there just seems to be an overload of information and key terms that are unnecessary. Sometimes it feels like they have 3 concepts that have the same meaning and purpose, just minor differences. To me, it does not need to be that complex. That would be like if I decided to pursue the topic of reading and make a textbook full of step-by-step procedures and diagrams of how to read effectively. Knowing how to read information is important, but wouldn't it bore and confuse you if I decided to list the steps of reading as: Open the book, begin the first chapter, pronounce the words in your mind, search for main ideas, note the examples, turn the page when you have read all the information, close the book, ponder what you have read, and plan to read the next chapter tomorrow. It might seem like I am exaggerating, but this is what I feel like when I am reading the textbook. This textbook is required for my class, so I can't change that. But this is how I feel.

I am taking Marketing this semester. This book came in great condition with the online code. What I love is they also offered a free 7 day trial online. Cengage has great learning tools online once you register your code.

The format of this "textbook" is unlike any I have ever used. It is absolutely readable and not your

typical dry textbook. You can actually read this one because of the way it is formatted and the way the information is presented. I wish more textbooks were formatted like this. You will see once you crack into it. It was also pretty interesting and I have since decided to take more marketing classes as my free electives. This is also among the more affordable textbooks.

I purchased this book as required for my marketing class, although it is full of key terms, the actual information feels padded out just to fill the book. Many of the key terms can be found online for free, had I known this I probably would not have even purchased.

The book was in great shape.

The book is in good condition, but there is no access code (I don't need it anyway) & the whole dictionary is ripped out of the back in the book & I do not appreciate that!

The provided access code does NOT work. At first I thought it was my computer but then I heard other students and my professor made the same complaint. Now I am behind in my studies seen that I have to get an actual book. The company should either fix and provide a code that works or refund my money.

It's really badly USED!

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