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Essentials of Marketing 5e Lamb, Hair, Carl McDaniel, 2005-10 **The Great Facilitator** Barry J. Babin, Marko Sarstedt, 2019-03-18 This commemorative volume honors the contributions of Prof Joseph F Hair Jr who through his writings leadership and mentoring has had a profound influence on marketing and other fields of business research He is widely known for sidestepping mathematically complex ways of teaching statistical approaches with an eye toward making the tools accessible to the average behavioral researcher Joe is also a bona fide researcher whose work has had a massive impact on marketing and business research in general The book provides revealing insights on his works and acknowledges his role as an outstanding teacher and mentor who has shaped generations of researchers **Mktg** Charles W. Lamb, 2008

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Lamb, Joseph F. Hair, Carl McDaniel Betty M. Pritchett,Thomas K. Pritchett,2002

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