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undergraduate marketing, sales management, and marketing research courses. Hair has authored more than 40 books and more than 80 articles in scholarly journals.

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the company's products or services.”
(Lamb, Hair & McDaniel, 1998, p.460).
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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

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