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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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Chapter 6 - Consumer Decision Making. This text will be replaced.

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Charles W. Lamb, Joseph F. Hair, Carl D. McDaniel. Thomson/South ... 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 ...

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