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*Joseph Jr. Hair*

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Essentials of Marketing Research delivers a concise up-to-date review of a broad variety of marketing research topics. Its application-oriented approach equips students with tools and skills necessary to solve business problems and maximize opportunities. The authors' years of practical market research experience is evidenced in everything from their thorough treatment of qualitative research (a topic often given short shrift) to their knowledgeable coverage of sample size rules-of-thumb background literature reviews and new market research tools and techniques including new coverage of structural modeling and Partial Least Squares Structural Equation Modeling (PLS-SEM). Essentials of Marketing Research gives students a strong command of market research principles while at the same time being

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**About the Author** Earned a B.A. in Economics and an M.A. and Ph.D. in Marketing at the University of Florida. He began his teaching career at the University of Mississippi and then moved to Louisiana State University in 1977. He continues to teach at LSU, where he is the Director of the Institute for Entrepreneurial Education and Family Business Studies, and where he holds the Alvin C. Copeland Endowed Chair of Franchising. He has acted as a management consultant and/or expert witness for a variety of industries and has served on the board of directors of numerous organizations. He has been an officer of for a long list of academic organizations and he is a Past President and Chairman of the Board of Governors of the Academy of Marketing Science. He has been a regular contributor and reviewer, and occasionally a member of the editorial board, for such publications as *The Journal of Marketing Research*, *The Journal of Business Research*, and *Marketing Education*. The list of this scholarly publications runs to a dozen pages.

Mary W. Celsi is a Professor of Marketing at California State University, Long Beach. She has published research in several top journals, including *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, *California Management*, and *Journal of the Academy of Marketing Science*. She has expertise in qualitative and quantitative research methods. Her publications span a wide range of interests, from internal marketing to digital marketing and consumer culture theory. Her research has been cited more than 5,000 times in scholarly publications.

Earned a B.A. in Psychology and Economic history from St. Mary's University and an M.A. and Ph.D. in Marketing at Louisiana State University. He began his teaching career at the University of South Florida, moved first to the University of Mississippi, and then to The University of Memphis, where he has taught since 1993. He was chairman of the committee on Grants and Research for the Fogleman College of Business from 1991-1997 and Director of the Ph.D. Program at Memphis from 1995-1997. He has been a consultant for a wide range of corporations and institutes, as well as for the U.S. Department of Defense. He is the coauthor of *Retailing for the 21st Century* (Houghton-Mifflin, 1993) and a coeditor of *Advances in Marketing* (LSU Press, 1994). He is a regular contributor to such academic publications as *Journal of Advertising*, *Journal of Consumer Marketing*, *Journal of Marketing Education*, *Journal of Direct Marketing*, *Journal of Health Care Marketing*, and *Marketing Education*.

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