



# Sales Management: Building Customer Relationships and Partnerships

By *Joe F. Hair, Ralph E. Anderson, Rajiv Mehta, Barry J. Babin*

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Sales Management: Building Customer Relationships and Partnerships is designed to cover all of the basic topics in sales management while emphasizing customer loyalty, customer relationship management, and the effects of technology on the sales function. Because of advances in telecommunications technology, the traditional role of sales managers is evolving toward managing sales people across multiple channels that contact and service customers through a variety of methods. The text reflects current trends and is designed to prepare students for the additional management responsibilities they are likely to encounter in the real world.

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## **Editorial Review**

### **About the Author**

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.

Rajiv Mehta (PhD, Drexel University) is Associate Professor of Marketing at New Jersey Institute of Technology, Newark, NJ. Dr. Mehta has published articles on sales management, channel management, and international marketing in major marketing journals. He has also received awards for excellence in research and teaching.

Barry J. Babin has authored over 70 research publications in some of the most prestigious research periodicals, including the JOURNAL OF MARKETING, THE JOURNAL OF CONSUMER RESEARCH, THE JOURNAL OF BUSINESS RESEARCH, THE JOURNAL OF RETAILING, PSYCHOLOGICAL REPORTS, PSYCHOLOGY AND MARKETING, and THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. Babin is currently Max P. Watson, Jr., Professor of Business and chair of the department of marketing and analysis at Louisiana Tech University. He has won numerous honors for his research, including the Louis K. Brandt Faculty Research Award from the University of Southern Mississippi (on three occasions), the 1996 Society for Marketing Advances (SMA) Steven J. Shaw Award, the 1997 Omerre Deserres Award for Outstanding Contributions to Retail and Service Environment Research, and the Academy of Marketing Science's Harold W. Berkman Distinguished Service Award. He is a former president of the Academy of Marketing Sciences and the Society of Marketing Advances, and he currently serves the marketing editor for the JOURNAL OF BUSINESS RESEARCH. Babin's research focuses on the effect of the service environment in creating value for employees and customers. His expertise is in building and understanding value that leads to long-lasting, mutually beneficial relationships with employees and customers. His primary teaching specialties involve consumers and service quality, marketing research, and creative problem solving. A frequent international lecturer, he has presented in Australia, South Korea, France, Germany, New Zealand, South Africa, Canada, Sweden, and the United Kingdom.

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