



2019. VIII, 212 p. 66 illus., 61 illus. in color.

Printed book

Hardcover

€ 119,99 | £ 109,99 | \$ 149.99

^[1] € (D) 128,39 | € (A) 131,99 |

CHF 141.50



Special offer / Get 20% off the printed book or eBook!

Use the following token on Springer.com

bAR5MHyHqm55qyX / Valid May 29, 2019 – Jun 26, 2019

B. J. Babin, M. Sarstedt

The Great Facilitator

Reflections on the Contributions of Joseph F. Hair, Jr. to Marketing and Business Research

- Provides first-hand reports on guiding business PhDs and faculty on how to systematically advance their careers
- Offers unique insights into the factors driving the success of textbooks and academic articles in management research
- Shows how to successfully mentor PhD students and young faculty

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.

Order online at springer.com / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy

Lifelong 40% discount for authors

