

About the authors

David Jobber BA (Econ), MSc, PhD is an internationally recognised marketing academic and is Professor of Marketing at the University of Bradford School of Management. Before joining the faculty at the School of Management, he worked in sales and marketing for the TI Group and was Senior Lecturer in Marketing at Huddersfield University. He has wide experience of teaching sales and marketing at undergraduate, postgraduate and executive levels and has held visiting appointments at the universities of Aston, Lancaster, Loughborough and Warwick. Supporting his teaching is a record of achievement in academic research and scholarship. David has published four books and over 100 research papers in such internationally-rated journals as the *International Journal of Research in Marketing*, the *Journal of Personal Selling and Sales Management*, and the *Strategic Management Journal*. His eminence in research was recognised by his appointment as Special Adviser to the Research Assessment Exercise panel. In 2008, David received the Academy of Marketing Life Achievement award for extraordinary and distinguished services to marketing.

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