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About the Authors

Jeff Tanner

John F. (Jeff) Tanner, Jr., is professor of marketing at the Hankamer School of Business, Baylor University. He is an internationally recognized expert in sales and sales management. He is the author or coauthor of twelve books, including two best-selling textbooks with McGraw-Hill—*Selling: Building Partnerships* and *Business Marketing: Connecting Strategy, Relationships and Learning*. His books have been translated into several languages and distributed in over thirty countries.



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Dr. Tanner spent eight years in marketing and sales with Rockwell International and Xerox Corporation. In 1988, he earned his PhD from the University of Georgia and joined the faculty at Baylor University, where he currently serves as the research director of the Center for Professional Selling.

In addition to writing and research, Dr. Tanner maintains an active consulting and training practice. Recent clients include IBM, Hillcrest Medical System, and others. He is the managing partner of Team Fulcrum, which conducts sales training and marketing research, and he is a founder and research director of BPT Partners, the premier training and education company focused on advancing the skills and competency of professionals in the customer relationship management industry.

Mary Anne Raymond

Mary Anne Raymond is a professor and chair of marketing at Clemson University. Prior to joining the faculty at Clemson, she served on the faculty at American University in Washington, DC, and helped coordinate the graduate marketing program at Johns Hopkins University. Previously, she was an invited Fulbright Professor of Marketing at Seoul National University in Seoul, Korea.



Dr. Raymond received her PhD from the University of Georgia. She has extensive industry experience doing strategic planning and acquisition analysis, marketing research, and investment analysis for Holiday Inns, Inc.; Freeport Sulphur; and Howard, Weil, Labouisse, Friedrichs. Dr. Raymond also does consulting, seminars, and marketing training for multinational companies, which have included organizations such as Merit Communications in Seoul, Korea; the Conference Center and Inn at Clemson University; and Sangyong Group.

Her research focuses on strategy in domestic and international markets, public policy issues, and social marketing. Dr. Raymond has published over one hundred papers appearing in journals such as *International Marketing Review*, the *Journal of Advertising Research*, the *Journal of Marketing Education*, the *Journal of Personal Selling and Sales Management*, and the *Journal of Public Policy and Marketing*, as well as numerous other journals and international conference proceedings. Dr. Raymond has also received numerous awards and recognition for her teaching and research. She received the Professor of the Year Award from Clemson University Panhellenic Association, the Undergraduate Teaching Excellence Award from the College of Business and Behavioral Science at Clemson three times, the Eli Lilly Faculty Excellence Awards for Outstanding Research and Outstanding Teaching, and the Eli Lilly Partnership Awards, and recognition for Leadership in Student Development from the Dow Chemical Company.