



# Loose-Leaf for Marketing

*By Shane Hunt, John Mello*

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## **Loose-Leaf for Marketing By Shane Hunt, John Mello Bibliography**

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## **Editorial Review**

### **About the Author**

Dr. Shane Hunt received his Ph.D. in Marketing from Oklahoma State University where he was a AMA Sheth Foundation and National Conference in Sales Management Doctoral Fellow. Shane is the recipient of the 2010 National Inspire Integrity Award from the National Society of Collegiate Scholars, the 2010 Lt. Col. Barney Smith Award as Professor of the Year, and the 2015 Honors Professor of the Year at Arkansas State University. Shane's research has appeared in the Journal of Personal Selling and Sales Management, The Journal of Business Logistics and he has been invited to present to numerous organizations including the American Marketing Association and the National Conference in Sales Management. Shane is also the co-author of McGraw-Hill's new Principles of Marketing textbook that is being used by students across the country. After completing his MBA at the University of Oklahoma, Shane went to work for a Fortune 500 company in Tulsa, OK and spent eight years working as a pricing analyst, product manager, and business development manager overseeing numerous Mergers and Acquisitions initiatives. Shane is now the Dean of the College of Business and Professor of Marketing at Arkansas State University and lives in Jonesboro, ARK with his wife Jenifer and their two children, Andrew and Sarah.

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