

marketing charles w lamb pdf

Charles W. Lamb, Jr., served as chair of the department of marketing at the M. J. Neeley School of Business from 1982 to 1988 and again from 1997 to 2003. He is currently chair of the Department of Information Systems and Supply Chain Management and is a former president of the Academy of Marketing Science and the Southwestern Marketing Association.

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Howard Handler, chief marketing officer of Virgin Mobile USA, says, "IM is a huge part of our customers' lives. It's an everyday form of communication for them." For that reason, Virgin Mobile recently partnered with OZ to bring the AOL Instant Messenger service to the youth market. Virgin Mobile USA's Gen Y campaigns have been a big success.

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