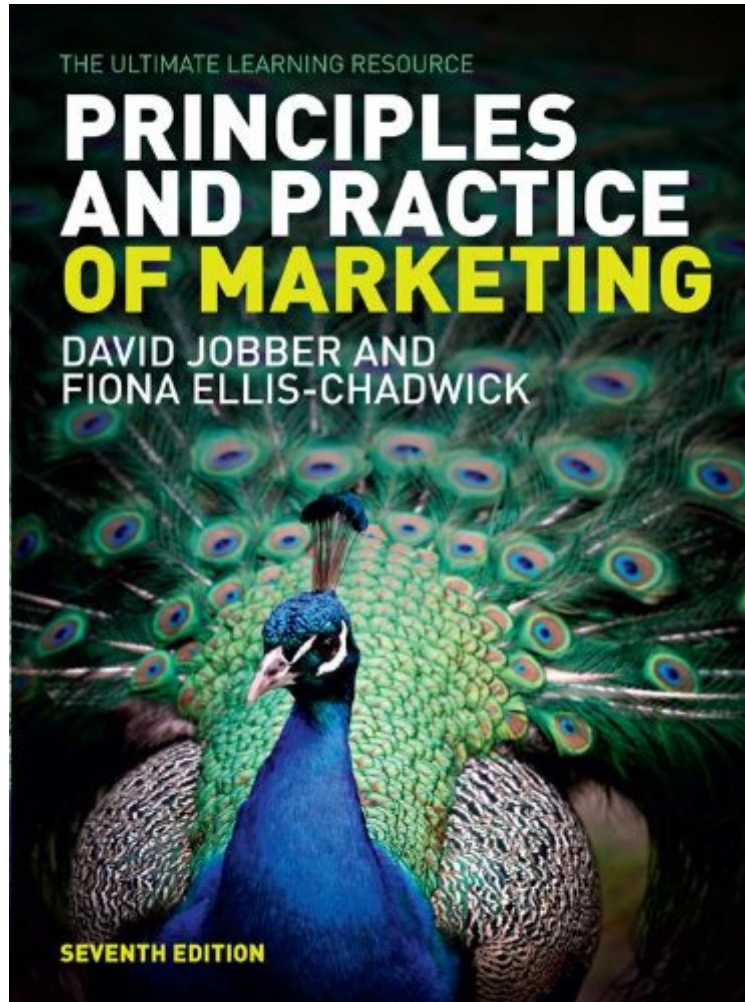


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About the Author David Jobber is Professor of Marketing at the University of Bradford, School of Management. His research interests include the use of mail surveys in marketing research, selling and sales management. In 2008 he received the Academy of Marketing's Life Achievement award for distinguished and extraordinary services to marketing. Fiona-Ellis Chadwick is a Senior Lecturer at the Open University Business School, where she leads the Retail Management and Marketing programme. As part of this role, Fiona is a very active researcher and innovative educator and frequently leads the development of innovative multi-media teaching materials, bringing together research and business.