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**In addition to MKTG, McDaniel has written and co-authored over 50 textbooks in marketing and business. McDaniel's research has appeared in such publications as the Journal of Marketing, Journal of Business Research, Journal of the Academy of Marketing Science, and California Management Review.**

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**He has also participated on many university committees and has chaired numerous departmental task forces. He serves on the editorial review boards of several journals. He is a member of the Academy of Marketing Science, American Marketing Association, Society for Marketing Advances, and Association for Marketing and Healthcare Research.**

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