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McDaniel has also been a district sales manager for Southwestern Bell Telephone Company and served as a board member of the North Texas Higher Education Authority, a billion-dollar financial institution. In addition to MKTG, McDaniel has written and co-authored over 50 textbooks in marketing and business.

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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 ...

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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. McDaniel is a member of the American Marketing Association.

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