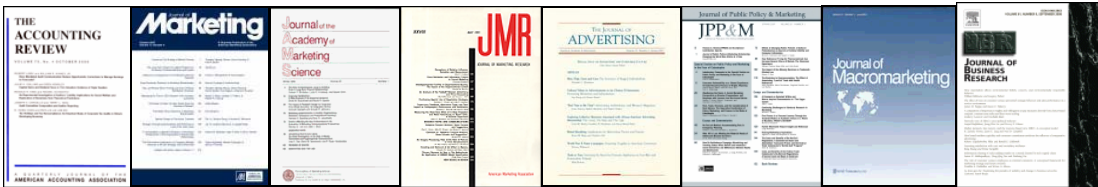


## CoB Interviews Reidenbach for MKT Chair Opening

HATTIESBURG – Reports have reached USMNEWS.net offices indicating that current CoB administrators and faculty have interviewed finalist Eric Reidenbach for the opening in the chair’s position of the CoB’s marketing department. Reidenbach, the author of 15 books, is currently a private marketing consultant, and has been for several years. Before initiating a private consulting practice, Reidenbach was a full professor of marketing in USM’s College of Business Administration. Prior to that, Reidenbach (PhD, Michigan State University) held the *Phil B. Hardin Chair of Marketing* at the University of Mississippi.

Reidenbach’s academic record of achievements is a stellar one, as CoB faculty, staff, students, and other interested readers of USMNEWS.net were reminded by our “The Greatest Ever” series (that series selected the “greatest ever” scholars across each of the CoB’s major academic units). As our regular readers will recall, Reidenbach’s record placed him second all time in marketing, and among the top five all time in USM’s business school. The GE series installment [Rarefied Air](#) indicates that Reidenbach had published in eight *unique* A-level journals, including *The Accounting Review*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Marketing Research*, *Journal of Advertising*, *Journal of Public Policy & Marketing*, *Journal of Macromarketing* and the *Journal of Business Research*.



Sources say that the hiring of Reidenbach could be “a shot in the arm” for the CoB, and the mere prospect of it offers the CoB, and new CoB dean Lance Nail in particular, an opportunity like no other around these days to improve the CoB by leaps and bounds with a single act.