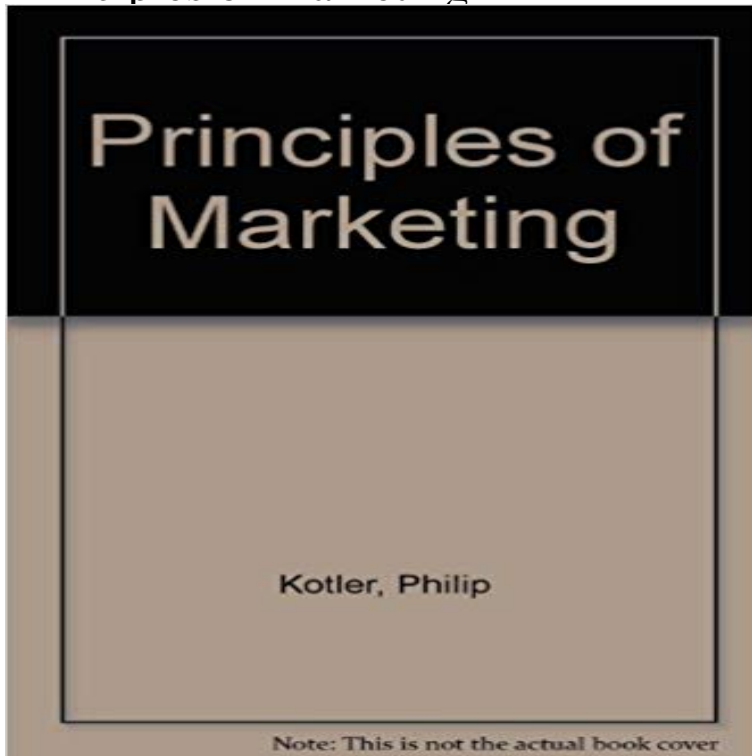


Principles of Marketing



Widely hailed for its practical and enjoyable style, this comprehensive introduction to modern marketing shows students how to apply the basic concepts and practices of modern marketing as they are used in a wide variety of settings--in product and service firms, consumer and business markets, profit and nonprofit organizations, and small and large businesses.

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