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Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, MKTG 9 (Print + Online) maximizes student effort and engagement by empowering them to direct their own learning, through a single, affordable course solution. MKTG 9 offers full coverage of a course concepts through unique resources and features that reflect the natural study habits of students, accompanied by straightforward assignment options for instructors.

Book Information

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