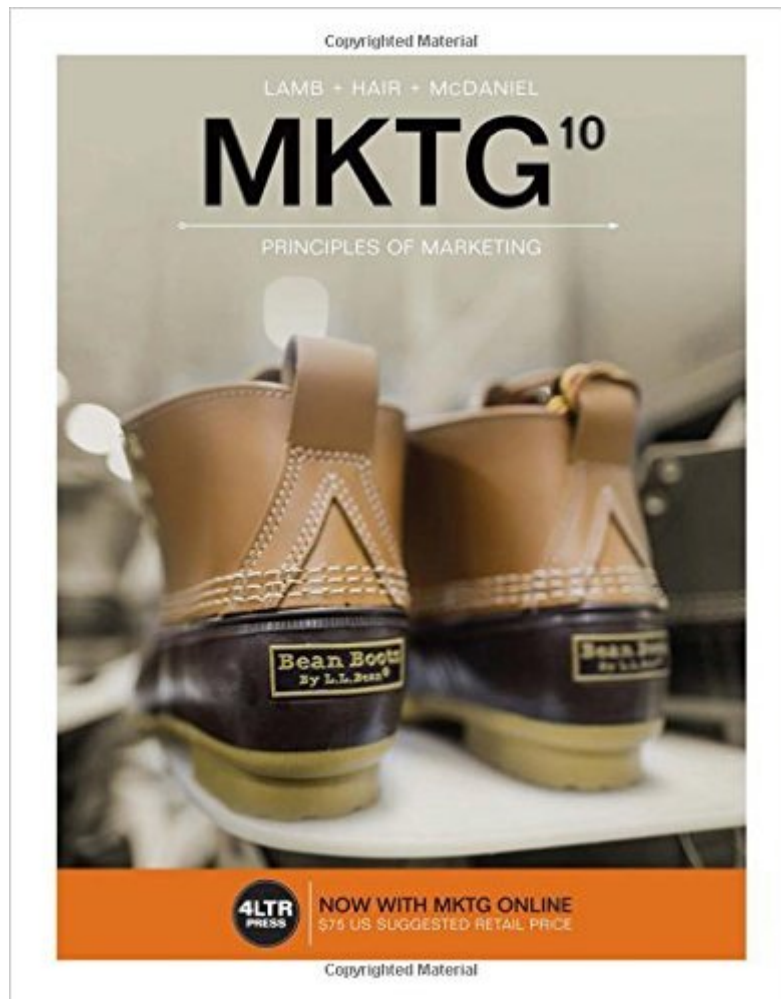


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MKTG (with MKTG Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



Synopsis

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Book Information

Series: New, Engaging Titles from 4LTR Press

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Shorter Chapters In a design that's easy to reference, 4LTR Press presents marketing content in a more convenient and accessible style, complete with visuals to help you better recall the content.

Tear-Out Review Cards At the back of the textbook, Tear-Out Review Cards provide a portable study tool containing all of the pertinent information for class and test preparation.

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