



Contemporary Marketing (Hardback)

By Louis E Boone, David L Kurtz

Cengage Learning, Inc, United States, 2009. Hardback. Book Condition: New. 14th. 269 x 234 mm. Language: English . Brand New Book. Over the years, Boone and Kurtz s CONTEMPORARY MARKETING has proven to be the premier teaching and learning solution for principles of marketing courses. With each groundbreaking new edition, this bestseller only grows stronger, building on past milestones with exciting new innovations. The all-new Fourteenth Edition continues the Boone and Kurtz tradition of delivering the most technologically advanced, student-friendly, instructor-supported text available. Current, relevant, and cutting-edge, CONTEMPORARY MARKETING remains in a class by itself.



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