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# MKTG 9 (with Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



## 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

Series: New, Engaging Titles from 4LTR Press

Paperback: 432 pages

Publisher: Cengage Learning; 9 edition (January 22, 2015)

Language: English

ISBN-10: 1285860160

ISBN-13: 978-1285860169

Product Dimensions: 10.7 x 8.4 x 0.7 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

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Shorter Chapters. Shorter, comprehensive chapters present course content through a visually-engaging and familiar resource. 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. Examples You Can Relate to. Examples that appear throughout the text include Coach, Facebook, Google, and Apple.

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