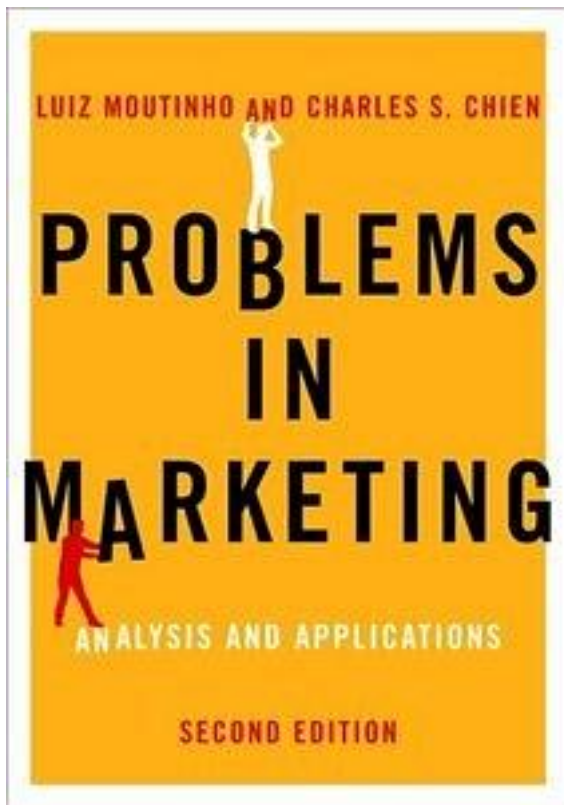


Problems in Marketing



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Fully revised and updated, "Problems in Marketing" includes over 50 new problems. This varied and challenging collection of problems has been written as a learning aid to any marketing textbook. The problems cover a wide range of marketing practice, each problem concentrating on a single concept or technique of marketing management. Problems begin with a full introduction to the concept followed by explicit instructions for solving them. This leads directly to a series of discussion questions to further enhance the application of each problem. Solutions are also

available to lecturers by clicking on the companion website logo above.

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