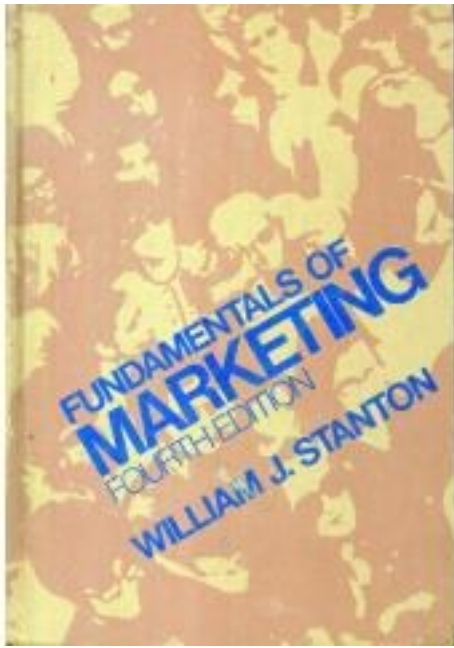


# Fundamentals of Marketing



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This long awaited fourth edition will once again provide contemporary coverage of the customer-oriented, managerial approach to marketing principles and practice within the Pacific Region. The text continues to present Marketing as a total, integrated system of business. Looks at global marketing, services marketing and more.

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