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*A rabbi introduces Gentiles to the origins,
doctrines, traditions, practices, laws,
institutions, and beliefs of the Jewish
religion*

*NEW YORK TIMES BESTSELLER The complete,
uncensored history of the award-winning
Daily Show with Jon Stewart, as told by its*

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correspondents, writers, and host. For almost
seventeen years, *The Daily Show* with Jon
Stewart brilliantly redefined the borders
between television comedy, political satire,
and opinionated news coverage. It launched
the careers of some of today's most
significant comedians, highlighted the
hypocrisies of the powerful, and garnered 23
Emmys. Now the show's behind-the-scenes gags,
controversies, and camaraderie will be
chronicled by the players themselves, from
legendary host Jon Stewart to the star cast
members and writers—including Samantha Bee,
Stephen Colbert, John Oliver, and Steve

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Carell - plus some of The Daily Show's most prominent guests and adversaries: John and Cindy McCain, Glenn Beck, Tucker Carlson, and many more. This oral history takes the reader behind the curtain for all the show's highlights, from its origins as Comedy Central's underdog late-night program to Trevor Noah's succession, rising from a scrappy jester in the 24-hour political news cycle to become part of the beating heart of politics—a trusted source for not only comedy but also commentary, with a reputation for calling bullshit and an ability to effect real change in the world. Through years of

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incisive election coverage, passionate
debates with President Obama and Hillary

Clinton, feuds with Bill O'Reilly and Fox,
and provocative takes on Wall Street and
racism, The Daily Show has been a cultural
touchstone. Now, for the first time, the
people behind the show's seminal moments come
together to share their memories of the last-
minute rewrites, improvisations, pranks,
romances, blow-ups, and moments of Zen both
on and off the set of one of America's most
groundbreaking shows.

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powerful ways to apply the Bible to your
everyday life. This edition includes the full
text of the revered King James Version of the
Bible. The words of Jesus are in red.
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features Over 100 Life Application profiles
of key Bible people Refreshed design with a
second color for visual clarity Introductions
and overviews for each book of the Bible More
than 500 maps & charts placed for quick
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Built on a strong foundation, Basic Marketing
19e with ConnectPlus and LearnSmart provides

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an integrated teaching and learning solution
for presenting the four Ps framework and
managerial orientation with a strategy
planning focus. The Perreault franchise was
the pioneer of the "four Ps" in the
introductory marketing course. The unifying
focus of Basic Marketing has always been on
how to make marketing decisions in deciding
what customers to focus on and how best to
meet their needs. Consistent with our belief
in continuous quality improvement, this
edition has been critically revised, updated,
and rewritten to reflect new concepts, new
examples, recent "best practices," and to

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tightly integrate the best digital tools in
the industry for ensuring that students are

prepared to engage in classroom lectures and
pursue future business and marketing careers.

Principles of Marketing

How to Write It, Sell It, and Market It . . .

Successfully

The Marketing Book

Essentials of Marketing

Basic Marketing

***It's time to take the fear and frustration
out of social media. In today's crowded
marketplace, it's harder than ever to rise***

above the noise and clutter. For millions of businesses, a savvy approach to social media is the secret to creating sustainable engagement with a profitable niche audience. Social media done right can build and strengthen your relationship with your customers, encourage brand loyalty, extend your influence, and expand your credibility. Social media changed the world—and today's social media platforms evolved to meet the world's changing needs.

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You've got more choices than ever before—online video, web audio, teleseminars, and more—plus new ways to attract prospects, retain customers, and reach a bigger audience. The trick is learning how to put the pieces together to create a powerful social media presence that draws in your ideal clients around the clock and around the world. By using the powerful strategies in The Essential Social Media Marketing Handbook, you will: Jump ahead of the

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competition. Expand your visibility and influence as a leader in your industry. Increase your expert credibility and create powerful new ways to collaborate. Build your brand into a powerhouse. Maximize your profit-making potential. Insel and Roth, Core Concepts in Health pioneered the concept of personal responsibility for health and individual behavior change back in 1976. Now in its 11th edition, it is still the market leader and is known for its scientific research

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***base and its currency,
comprehensiveness, and accuracy.
Basics Marketing 01: Consumer
Behaviour examines the relationship
between consumers and culture, and the
impact of current trends on consumer
behaviour. It explores the different ways
in which consumers around the world
respond to marketing strategies,
examining the interpretation of new
stimuli using existing knowledge, and
how both new and remembered***

knowledge combine to influence purchasing behaviour. Finally, there is a detailed examination of the influence of ethnicity, religion, class, age and gender on consumers' actions and the importance of understanding the challenges and diversity of a global marketplace.

The Internet, globalization, and hypercompetition are dramatically reshaping markets and changing the way business is done. The problem, says

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internationally renowned marketer Philip Kotler and his coauthors Dipak C. Jain and Suvit Maesincee, is that marketing has not kept pace with the markets. In today's world, customers are scarce-not products-and classic marketing needs to be deconstructed, redefined, and broadened to reflect this new reality. Marketing Moves describes the next transformational imperative for marketing-and for any organization competing in our customer-ruled,

technology-driven marketplace. It calls for a fundamental rethinking of corporate strategy to enable the ongoing creation and delivery of superior value for customers in both the marketplace and the marketspace. And it appoints marketing as the lead driver in shaping and implementing this new strategy. The means for accomplishing this lies in a radically new marketing paradigm the authors call holistic marketing - a dynamic concept derived from the

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electronic connectivity and interactivity among companies, customers, and collaborators. This new paradigm combines the best of traditional marketing with new digital capabilities to build long-term, mutually satisfying relationships and co-prosperity among all key stakeholders. Outlining a framework for implementing holistic marketing that calls for integrating customer demand management, internal and external resource allocation, and

network collaboration-the authors show how holistic marketing can enable companies to:

- Identify new value opportunities for renewing their markets
- Efficiently create the most promising new value offerings
- Deliver products, services, and experiences that more precisely match individual customer requirements
- Consistently operate at the highest level of product quality, service, and speed

Thought-provoking and practical, Marketing Moves shows

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how to build a complete marketing platform primed for the challenges and opportunities of a customer-centric world. AUTHORBIO: Philip Kotler is the S.C. Johnson Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management at Northwestern University in Chicago. Dipak C. Jain is Dean of the Kellogg Graduate School of Management. Suvit Maesincee is a Professor of Marketing at the Sasin Graduate Institute of Business

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***Administration at Chulalongkorn
University in Bangkok, Thailand.***

Marketing Strategy

Ogilvy on Advertising

The Daily Show (The Book)

Digital Marketing Strategy

Analysis for Marketing Planning

KnowThis: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book takes a highly applied approach including offering over 150 real-

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world examples. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including social networks, mobile device applications ("apps"), neuro-research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6:

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**Product Decisions 7: Managing Products 8: Distribution
Decisions 9: Retailing 10: Wholesaling & Product
Movement 11: Promotion Decisions 12: Advertising 13:
Managing the Advertising Campaign 14: Sales Promotion
15: Public Relations 16: Personal Selling 17: Pricing
Decisions 18: Setting Price 19: Managing External
Forces 20: Marketing Planning & Strategy Appendix:
Marketing to the Connected Customer
Pioneers in the field, Cateora, Gilly, and Graham
continue to set the standard in this 17th edition of
International Marketing with their well-rounded
perspective of international markets that encompass
history, geography, language, and religion as well as
economics, which helps students see the cultural and**

environmental uniqueness of any nation or region. In addition to coverage of technology's impact on the international market arena, the 17th edition of International Marketing features new topics that reflect recent changes in global markets, updated teaching resources, and new learning tools including McGraw-Hill's Connect with its adaptive SmartBook that lets instructors assign textbook readings and incentivize students' engagement with course content. Click "Features" below for more.

The essential marketing text for business students and professionals--updated and revised to accommodate rapid changes in the business world. First issued in 1991, Steven Schnaars's text combines a centrist

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quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

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A Random Walk Down Wall Street: The Time-Tested Strategy for Successful Investing (Ninth Edition)

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we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

KnowThis: Marketing Basics 3rd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering insights not found in other books. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including marketing analytics, social media influencers, remarketing, voice-activated assistants, virtual reality testing, to name a few. The new edition also features expanded coverage of globalization, digital networks,

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consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6: Product Decisions 7: Managing Products 8: Distribution Decisions 9: Retailing 10: Wholesaling & Product Movement 11: Promotion Decisions 12: Advertising 13: Managing the Advertising Campaign 14: Sales Promotion 15: Public Relations 16: Personal Selling 17: Pricing Decisions 18: Setting Price 19: Managing External Forces 20: Marketing Planning & Strategy Appendix: Marketing to the Connected Customer
This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material

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and structure to further enhance learning.

Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? Because it's written to your perspective as a student. Authors Churchill and Brown know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

Marketing

An Oral History as Told by Jon Stewart, the Correspondents, Staff
and Guests

Basic Judaism

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Contemporary Marketing

Now updated for 2015! The best, most comprehensive guide for writers is now revised and updated, with new sections on ebooks, self-publishing, crowd-funding through Kickstarter, blogging, increasing visibility via online marketing, micropublishing, the power of social media and author websites, and more—making *The Essential Guide to Getting Your Book Published* more vital than ever for anyone who wants to mine that great idea and turn it into a successfully published book.

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Written by experts with twenty-five books between them as well as many years' experience as a literary agent (Eckstut) and a book doctor (Sterry), this nuts-and-bolts guide demystifies every step of the publishing process: how to come up with a blockbuster title, create a selling proposal, find the right agent, understand a book contract, and develop marketing and publicity savvy. Includes interviews with hundreds of publishing insiders and authors, including Seth Godin, Neil Gaiman, Amy Bloom, Margaret Atwood, Leonard Lopate, plus agents, editors, and booksellers; sidebars featuring real-life

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publishing success stories; sample proposals, query
letters, and an entirely updated resources and
publishers directory.

Analysis for Marketing Planning, 6/e by Lehmann
and Winer focuses on the analysis needed for sound
Marketing decisions and is structured around the
core marketing document--the Marketing Plan.

Whether studying Marketing strategy or
Product/Brand Management decisions, students
need to be able to make decisions based from sound
analysis. This book does not attempt to cover all
aspects of the marketing plan; rather it focuses on

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the analysis pertaining to a product's environment, customers and competitors.

An informative, timely, and irreverent guide to financial investment offers a close-up look at the current high-tech boom, explains how to maximize gains and minimize losses, and examines a broad spectrum of financial opportunities, from mutual funds to real estate to gold, especially in light of the dot-com crash.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps

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pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and

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critical thinking exercises for applying skills.

Marketing Management

Knowthis: Marketing Basics, Third Edition

Connect Core Concepts in Health

The Essential Guide to Getting Your Book Published

A Marketing Strategy Planning Approach

Connect Core Concepts in Health remains
the leading health textbook in U.S.

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psychological approach to mind-body
health encourages students to take
proactive self-assessments. Students

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can stay current on the latest studies while learning how to negotiate cross-cultural ideas of what it means to be healthy and how to live in our diverse, consumer-oriented society. McGraw Hill Education's digital and teaching-learning tools also integrate Connect Core Concepts in Health's authoritative, science-based content. The seventeenth edition features new research-based coverage of the use of digital technology, including new Tech

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Tips in every chapter that help students take advantage of apps and tech-based devices that will help them reach their fitness and wellness goals. Additionally, every chapter has been updated to reflect current scientific thinking, data, and statistics from such authoritative sources as the Centers for Disease Control and Prevention, the American Cancer Society, the American Heart Association, the U.S. Food and Drug

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John Thorne's classic first collection is filled with straightforward eating, home cooking, vigorous opinions, and the gracefully intelligent writing that makes him a cult favorite of people who like to think about food. "Incisive, hilarious and occasionally nostalgic, this volume will delight many readers, reminding them why they enjoy the pleasures of food and

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cooking."--Publishers Weekly

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals:

- How to get a job in advertising
- How to choose an agency for your product
- The secrets behind advertising that works
- How to write successful copy—and get people to read it
- Eighteen miracles of research

- What advertising can do for charities
And much, much more.

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every known language, and has helped countless people succeed. Originally published during the depths of the Great Depression—and equally valuable during booming economies or hard times—Carnegie’s rock-solid, time-tested advice has carried countless people up the ladder of success in their professional and personal lives. How to Win Friends and Influence People teaches you: -How to communicate effectively -How to make people like

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you -How to increase your ability to
get things done -How to get others to
see your side -How to become a more
effective leader -How to successfully
navigate almost any social situation
-And so much more! Achieve your maximum
potential with this updated version of
a classic—a must-read for the 21st
century.

An Introduction

BASIC MARKETING

Online Research Applications

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KnowThis: Marketing Basics, 4th Edition
How To Win Friends and Influence People

MARKETING MADE EASY - Step by Step to a
Marketing Plan for Your Business! 2019 Updated
Edition A practical marketing book by Jason

McDonald of Stanford Continuing Studies Do you
own a business? Or, perhaps, do you work at a
business as the marketing manager? Do you want to
learn the basics of how to market your business in
an easy-to-use format? Well, if so, then THE
MARKETING BOOK is the book for you. This is a
PRACTICAL step-by-step guide to basic marketing

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concepts. It's goal: to help you create a practical marketing plan for your business using the think / do / measure method of marketing. Each Chapter teaches a marketing task by, first, explaining how to think about the concept, second, giving you specific to-dos to actually go do it, and third, providing tips on how to measure what's working (and what's not) to do it better over time. Marketing is harder than it looks, and so this is one of the best books on marketing, breaking marketing down into - THE FIVE KEY ACTIVITIES OF MARKETING EXPLAINED STEP BYSTEP: Define what you sell, that they want.

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Build your brand. Make yourself easy-to-find. Create compelling content. Think and deploy; that is, promote your brand across digital and non-digital channels. One of the Best Marketing Books of 2018 for Beginners and Experts Alike Jason McDonald - written by a successful practitioner of digital marketing. Just Google 'SEO Expert Bay Area' or 'SEO Expert Witness'. He's there at the top! Stanford University - used by Dr. McDonald in his courses, both online and on campus, at Stanford University's Continuing Studies An Easy to Follow Method - written in PLAIN ENGLISH for MERE MORTALS.

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Learn how to do **MARKETING** step by step. Got Questions? - just Google 'Jason McDonald' and send a quick email or call. Mention 'the Marketing Book.'

The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. Digital Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy. This book analyzes the essential techniques and platforms of

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digital marketing including social media, content marketing, SEO, user experience, personalization, display advertising and CRM, as well as the broader aspects of implementation including planning, integration with overall company aims and presenting to decision makers. Simon Kingsnorth brings digital marketing strategy to life through best practice case studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to tailor-make your own strategy according to your

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unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. Digital Marketing Strategy is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

Global Marketing, 3rd edition, provides students with a truly international treatment of the key principles that every marketing manager should grasp.

International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to

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respond decisively within a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred; A shift toward greater consideration of services marketing as more companies move away from manufacturing; A shift from developed markets to emerging markets with more dynamic environments A focus on emerging markets to equip students with the skills necessary to take advantage

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of the opportunities that these rapidly growing regions present; Chapters on social media, innovation, and technology teaching students how to incorporate these new tools into their marketing strategy; New material on sustainability, ethics, and corporate social responsibility; key values for any modern business; Short and long cases and examples throughout the text show students how these principles and techniques are applied in the real world; Covering key topics not found in competing books, Global Marketing will equip today's students with the knowledge and confidence

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International Marketing

Principles of Marketing, Student Value Edition

Marketing Research

The Essential Social Media Marketing Handbook

KnowThis: Marketing Basics 4th edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering insights not found in other books. The new edition includes enhanced coverage of numerous new developments and

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how these affect marketing including the effects of an unforeseen global pandemic, the implications of voice-activated assistants, the use of advanced payment systems, to name a few. The new edition also features expanded coverage of social networks, digital apps, consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2:

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**Marketing Research 3: Managing Customers
4: Understanding Customers 5: Targeting
Markets 6: Product Decisions 7: Managing
Products 8: Distribution Decisions 9: Retailing
10: Wholesaling & Product Movement 11:
Promotion Decisions 12: Advertising 13:
Managing the Advertising Campaign 14: Sales
Promotion 15: Public Relations 16: Personal
Selling 17: Pricing Decisions 18: Setting Price
19: Managing External Forces 20: Marketing
Planning & Strategy Appendix: Marketing to
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**Revised edition of the authors' Principles of
marketing.**

**Basic MarketingA Marketing Strategy
Planning ApproachMcGraw-Hill/Irwin**

**Basic Marketing 16e builds on the foundation
pillars of previous editions - the four Ps
framework, managerial orientation, and
strategy planning focus. 16e builds upon its
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course. The unifying focus of Basic Marketing
has always been on how to make the**

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