

# Marketing 12th Edition

For all the talk of "big data" and "marketing analytics"-it all starts here-you've got to know how to get data and what to do with data once you've got them. The text, **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS**, 12th edition, by Dr. Dawn Iacobucci and Dr. Gilbert Churchill is recognized as the perennial authority and it continues to be the lead marketing research text in the industry. **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS**, 12th edition, ensures that students will develop a strong conceptual as well as practical understanding of marketing research. The book's thorough coverage of the six stages of the research process provides a solid marketing research

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framework while addressing topics and tools of emerging importance. With its proven applications, clear presentation, and variety of timely cases, **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS** serves as an exceptional learning tool for today's learners (MBAs, EMBA's, advanced undergrads) and an invaluable reference tool for professionals throughout their careers. Chapters: 1) Marketing Research: It's Everywhere!; 2) Alternative Approaches to Marketing Intelligence; 3) The Research Process and Problem Formulation; 4) Research Design, Exploratory Research, and Qualitative Data; 5) Descriptive Research; 6) Causal Designs; 7) Data Collection: Secondary Data; 8) Data Collection: Primary Data; 9) Questionnaires and Data-Collection Forms; 10) Attitude Measurement; 11)

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Sampling Procedures; 12) Sample Size; 13) Collecting the Data: Field Procedures and Non-sampling Errors; 14) Preprocessing the Data, and Cross-Tabs, Chi-Square and Related Indices for Cross-Tabs; 15) Data Analysis: Basic Questions, Quick Stats Review; 16) Data Analysis: Examination of Differences, Analysis of Variance; 17) Data Analysis: Investigation of Association, Conjoint Analysis; 18) Multivariate Data Analysis; 19) The Research Report; Epilogue. Each section of the book also has several hands-on cases, each chapter has "Ethical Dilemmas" for classroom debate, and "Research Realities" to see real-world applicability. Each chapter ends with questions and applications to further students' learning. Instructors should email the first author for additional materials: data, slides, etc.

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This edition takes into account the research from Australia available through bodies such as ANZMAC and Australasian Marketing Journal. It provides an explanation of what consumer behaviour variables are and the types and importance of each.

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that Music Business Handbook and Career Guide, Eleventh Edition offers surpasses any other resource available. Readers new to the music business and seasoned professionals alike will find David Baskerville and Tim Baskerville's handbook an indispensable resource, regardless of their specialty within the music field. This text is ideal for introductory courses such as Introduction to the

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Music Business, Music and Media, and Music Business Foundations as well as more specialized courses such as the record industry, music careers, artist management, and more. The fully updated Eleventh Edition includes coverage of key topics such as copyright, licensing, songwriting, concert venues, and the entrepreneurial musician. Uniquely, it provides career-planning insights on dozens of job categories in the diverse music industry.

Accompanying CD-ROM contains ... "case studies, clinical thinking questions, videos, animations, a care plan constructor, illustrated skills, English-Spanish translations, and an audio glossary."--Page 4 of cover.

An Integrated Marketing Communications Perspective  
Essentials of Marketing

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## Concepts and Strategies

### Principles of Marketing

Learn Marketing YOUR Way with MKTG! MKTG's easy-reference, paperback textbook presents course content through visually-engaging chapters as well as Chapter Review Cards that consolidate the best review material into a ready-made study tool. With the textbook or on its own, MKTG MindTap allows you to learn on your terms. Read or listen to textbooks and study with the aid of instructor notifications, flashcards and practice quizzes. Track your scores and stay motivated toward your goals. Whether you have more work to do or are ahead of the curve, you'll know where you need to focus your efforts. And the MindTap Green Dot will charge your confidence along the way. When

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it's time to study, everything you've flagged or noted can be gathered into a guide you can organize. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Engaging and thorough, *MARKETING*, 12th Edition shows students how marketing principles affect their day-to-day lives, as well as their significant influence on business decisions. Core topics include the social marketing phenomenon, entrepreneurship, C.R.M., global perspectives, and ethics, as well as in-depth discussions on key tools of the trade, such as metrics and the marketing plan. Intriguing coverage of newsworthy events clarifies the readings for students and gets them thinking about their own decisions in the consumer marketplace. Loaded with helpful learning

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features like detailed appendices, cases, vignettes, boxed features, and videos, *MARKETING, 12th Edition* gives students countless opportunities to develop and apply critical thinking skills while acquiring the marketing knowledge essential in the business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Marketing: An Introduction* is intended for use in undergraduate Principles of Marketing courses. It is also suitable for those interested in learning more about the fundamentals of marketing. This best-selling, brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, *Marketing: An Introduction* shows students how



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customer value—creating it and capturing it—drives every effective marketing strategy. The Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies.

MyMarketingLab for Marketing: An Introduction is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience—for you and your students. Improve Results with MyMarketingLab:

MyMarketingLab delivers proven results in helping students

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succeed and provides engaging experiences that personalize learning. Guide Student's Learning: The text's active and integrative "Road to Learning Marketing" presentation helps students learn, link, and apply major concepts. Encourage Students to Apply Concepts: A practical marketing-management approach provides in-depth, real-life examples and stories that engage students with basic marketing concepts and bring the marketing journey to life. Cover New Marketing Trends and Technology: Every chapter of this edition features revised and expanded discussions on the explosive impact of exciting new marketing technologies. Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and

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MyMarketingLab search for ISBN-10: 0133763528/ISBN-13: 9780133763522. That package includes ISBN-10: 0133451275/ISBN-13: 9780133451276 and ISBN-10: 0133455122/ISBN-13: 9780133455120. MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. Note: MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

Marketers now have the opportunity to invest in more data research and take advantage of social networking. The new 12th edition of "Marketing Research" shows marketers how to utilize these techniques to compliment traditional methods. The book focuses on international market research and incorporates new case studies to present the latest

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information in the field. Marketers will also be able to access the books Web site for a list of readings, links to other key sites, sample datasets for analysis, and practice questions after each chapter.

An Introduction, Student Value Edition

Music Business Handbook and Career Guide

On-Demand Strategies for Performance, Growth and Sustainability

The Impact of the Internet

***Marketing 10/e by Kerin, Hartley and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive,***

*innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. Marketing utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing and serve as the core of the text and its supplements as they evolve and adapt to*

*changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below: High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques. Personalized Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that allows students to personalize marketing and identify possible career interests. Marketing Decision Making – The use of extended*

*examples, cases, and videos involving people making marketing decisions. Integrated Technology - The use of powerful technical resources and learning solutions.*

*Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts. Rigorous Framework - A pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, and supportive student supplements.*

*"Reflecting the latest trends and issues, the new Europe, Middle East & Africa Edition of Business Marketing Management: B2B delivers comprehensive, cutting-edge*

*coverage that equips students with a solid understanding of today's dynamic B2B market. The similarities and differences between consumer and business markets are clearly highlighted and there is an additional emphasis on automated B2B practices and the impact of the Internet."--Cengage website.*

*Marketing, 12e utilises a unique, innovative, and effective pedagogical approach. The elements of this approach have been the foundation for each edition of Marketing and serve as the core of the text and its supplements. They have evolved and adapted to changes in student learning style preferences, the growth of the*



*marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below. High Engagement Style Easy-to-read, conversational, high-involvement, interactive writing style that engages students through active learning techniques. Rigorous Pedagogical Framework Pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, Applying Marketing Knowledge exercises, Building Your Marketing Plan guidelines, video and written cases, and other helpful supplements. Traditional and Contemporary Coverage and Examples*

*Comprehensive and integrated coverage of traditional and contemporary marketing concepts supported by current and interesting examples. Integrated Technology The use of powerful technical resources and learning solutions, such as Connect, LearnSmart with SmartBook, [www.kerin.tv](http://www.kerin.tv), [www.kerinmarketing.com](http://www.kerinmarketing.com), and QR codes. Marketing Decision Making The use of extended examples, cases, and videos involving people making marketing decisions. Personalized Marketing Vivid and accurate description of businesses, nonprofit organizations, marketing professionals (including many of whom are women and minorities), and entrepreneurs -*

*through cases, exercises, and testimonials - that allows students to personalise marketing and identify possible career interests. Course Management System Integration Marketing, 12e content can be integrated with the following online course management systems: Blackboard, WebCT, eCollege, Moodle, and Desire2Learn. The goal of Marketing, 12e is to create an exceptional experience for today's students and instructors of marketing. The development of Marketing, 12e was based on a rigorous process of assessment. The outcome of this process is a text and package of learning tools that are based on engagement, leadership, and*

*innovation in marketing education.*

***PRINCIPLES OF MARKETING by Boone and Kurtz has proven to be the premier principles of marketing text and package since the first edition. With each edition, this best selling author team builds and improves upon past innovations, creating the most technologically advanced, student friendly, instructor supported text available. The twelfth edition continues to provide the most current and up-to-date content by including the most current coverage of topics such as one-to-one marketing, strategic planning, guerilla marketing, customer relationship management, and much more.***

*Marketing Research, 12th Edition EPUB Student Package*

*Marketing Research*

*Marketing in the 21st Century*

*Advertising and Promotion*

**Do you feel stuck in life, not knowing how to make it more successful? Do you wish to become more popular? Are you craving to earn more? Do you wish to expand your horizon, earn new clients and win people over with your ideas? How to Win Friends and Influence People is a well-researched and comprehensive guide that will help you**

**through these everyday problems and make success look easier. You can learn to expand your social circle, polish your skill set, find ways to put forward your thoughts more clearly, and build mental strength to counter all hurdles that you may come across on the path to success. Having helped millions of readers from the world over achieve their goals, the clearly listed techniques and principles will be the answers to all your questions.**

**Learn the principles and skills you'll need as a respiratory therapist! Egan's Fundamentals of Respiratory Care, 12th Edition provides a solid**

**foundation in respiratory care and covers the latest advances in this ever-changing field. Known as "the bible for respiratory care," this text makes it easy to understand the role of the respiratory therapist, the scientific basis for treatment, and clinical applications.**

**Comprehensive chapters correlate to the 2020 NBRC Exam matrices, preparing you for clinical and exam success. Written by noted educators Robert Kacmarek, James Stoller, and Albert Heuer, this edition includes new chapters on heart failure as well as ethics and end-of-life care, plus the latest AARC practice guidelines.**

**Updated content reflects the newest advances in respiratory care, preparing you to succeed in today's health care environment. UNIQUE! Mini-Clinis provide case scenarios challenging you to use critical thinking in solving problems encountered during actual patient care. Decision trees developed by hospitals highlight the use of therapist-driven protocols to assess a patient, initiate care, and evaluate outcomes. Rules of Thumb highlight rules, formulas, and key points that are important to clinical practice. Learning objectives align with the summary checklists, highlighting key content at the beginning and at**



**the end of each chapter, and parallel the three areas tested on the 2020 NBRC Exam matrices. Learning resources on the Evolve companion website include an NBRC correlation guide, image collection, lecture notes, Body Spectrum electronic anatomy coloring book, and an English/Spanish glossary. Student workbook provides a practical study guide reflecting this edition of the text, offering numerous case studies, experiments, and hands-on activities. Available separately. Full-color design calls attention to the text's special features and promotes learning. Glossary includes key terms**

**and definitions needed for learning concepts. NEW Heart Failure chapter covers the disease that is the most frequent cause of unscheduled hospital admissions. NEW Ethics and End-of-Life Care chapter explains related issues and how to help patients and their families. NEW! Improved readability makes the text easier to read and concepts easier to understand. NEW! Updated practice guidelines from the AARC (American Association for Respiratory Care) are included within the relevant chapters. NEW! Updated chapters include topics such as arterial lines, stroke, ACLS, PALS, hemodynamics,**

**polysomnography, waveform interpretation, and laryngectomy. NEW! Streamlined format eliminates redundancy and complex verbiage.**

**MarketingMcGraw-Hill Education**

**MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit**

**from a full-sized supplements package. The Core is more than just a "baby Kerin"; it combines great writing style, currency, and supplements into the ideal package.**

**Introduction to Marketing**

**Loose-leaf Edition Marketing**

**Marketing Research Essentials**

For undergraduate and graduate courses in consumer behavior. Strategic applications for understanding consumer behavior Consumer Behavior, 12th Edition explores how the examination and application of consumer

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behavior is central to the planning, development, and implementation of successful marketing strategies. With an emphasis on developing a variety of useful skills, this text prepares readers for careers in brand management, advertising, and consumer research. The 12th Edition has been significantly updated to address contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the industry. Marketing professionals have relied on

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Hartley's book for 30 years to uncover the best and worst marketing programs. Invitation to Research suggestions allow readers to take the case a step further, to investigate what has happened since the case was written, both to the company and even to some of the individuals involved. Learning Insights help marketing professionals see how certain practices--both errors and successes--cross company lines and are prone to be either traps for the unwary or success models. Each chapter has been updated to reflect the latest

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information available about each case. Marketing Research provides comprehensive information on both the quantitative methods used in marketing research and the many considerations a manager faces when interpreting and using market research findings. Marketing research hot topics are featured, including competitive intelligence, published secondary data and the Internet, and marketing research suppliers and users. Each chapter helps you explore ethical dilemmas related to the topics discussed, the

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uses and needs for marketing research across business functions, and how to use the Internet to gather marketing research data in an efficient, cost-effective manner. By focusing on the managerial aspects of marketing research, this book provides you with both the tools to conduct marketing research, as well as those to interpret the results and use them effectively as a manager.

Information technology is ever-changing, and that means that those who are working, or



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planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the

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text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to

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reinforce material in a way that few texts can.

How to Win Friends and Influence People

Building Marketing Strategy

Marketing Mistakes and Successes, 12th  
Edition

Information Technology for Management

**Etzel, Walker, Stanton's Marketing, 12th Edition will**

**continue to be a low-cost alternative in a paperback**

**format, now including free access to PowerWeb. It**

**incorporates technology throughout; in-text and boxed**

**examples, chapter opening cases, and part-ending cases.**

**This book was the first to incorporate WWW addresses**

**and in this edition the authors go well beyond that with an in-depth look at how companies are making technology an important part of their successful marketing strategies. The authors have also made it a priority to integrate other important and current themes such as global marketing, customer relationships, small business and entrepreneurship. In this edition, the global marketing chapter was moved to the first part of the book (chapter 3) to introduce its importance early. Global examples and coverage are then integrated throughout. This edition offers a completely new design, a revised supplements package, a new interactive web page and a special package with Annual Edition online.**

### **Consumer Behavior: Building Marketing Strategy**

**provides students with a usable, strategic understanding of consumer behavior. The authors believe that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. As a consequence, the text integrates theory, strategy-based examples, and application.**

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**information, Marketing: An Introduction shows students how customer value-creating it and capturing it-drives every effective marketing strategy. The Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies. MyMarketingLab for Marketing: An Introduction is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and**

**learning experience-for you and your students. Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Guide Student's Learning: The text's active and integrative "Road to Learning Marketing" presentation helps students learn, link, and apply major concepts. Encourage Students to Apply Concepts: A practical marketing-management approach provides in-depth, real-life examples and stories that engage students with basic marketing concepts and bring the marketing journey to life. Cover New Marketing Trends and Technology: Every chapter of this edition features revised and expanded**

**discussions on the explosive impact of exciting new marketing technologies. Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133763528/ISBN-13: 9780133763522. That package includes ISBN-10: 0133451275/ISBN-13: 9780133451276 and ISBN-10: 0133455122/ISBN-13: 9780133455120. MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. Note: MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.**



**Taking a managerial approach, in order to acquaint students with the managerial steps and processes involved in new product development, this work includes coverage of product protocol.**

**Maternity & Women's Health Care**

**12th Edition**

**Marketing Research, 12th Edition EPUB Reg Card**

**Marketing Management, Student Value Edition**

**For the adapted edition, spelling follows Australian medical terminology conventions and Australian pronunciations are given. The free CD-**

**ROM includes exercise and audio pronunciations, all of which are with an Australian accent.**

**"In a lively conversational style, Robert Hartley provides play-by-play analyses of actual decisions and practices that led to major marketing wars, comebacks, crises, and triumphs in top corporations. Hands-on exercises and debates invite you to immerse yourself in various situations. These real-life war stories are packed with practical tips and learning**

**experiences that can serve you throughout your career."--BOOK JACKET. TRY (FREE for 14 days), OR RENT this title: [www.wileystudentchoice.com](http://www.wileystudentchoice.com) Marketing Research, 12th Edition prepares marketing students to make data driven business decisions. With a focus on market intelligence, strategy, theory and application, the authors introduce the latest developments in the field of marketing research and discuss their impact on marketing research**

**applications—all in a macro-micro-macro framework to help students understand the big picture.**

**An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps 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 critical thinking exercises for applying skills.**

## **MKTG**

# **The Core W/OLC and Premium Content Business Marketing Management Nursing Diagnosis Handbook, 12th Edition Revised Reprint with 2021-2023 NANDA-I® Updates**

Learn Marketing YOUR Way with MKTG! MKTG's easy-reference, paperback textbook presents course content through visually-engaging chapters as well as Chapter Review Cards that consolidate the best review material into a ready-made study tool. With the textbook or on its own, MKTG Online allows easy exploration of MKTG anywhere, anytime - including on your device! Collect your notes and

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create StudyBits(tm) from interactive content as you go to remember what's important. Then, either use preset study resources, or personalize the product through easy-to-use tags and filters to prioritize your study time. Make and review flashcards, review related content, and track your progress with Concept Tracker, all in one place and at an affordable price!

The exciting new edition of Marketing continues the established tradition of adding value far beyond the expectations of students and instructors. Extensive research has been done to ensure this edition provides a comprehensive, up-to-the-minute introduction to the field of marketing. Key principles are illustrated by hundreds of fresh, new examples, while the latest concepts and theories are

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covered in detail with numerous illustrations. Organized around the marketing mix, this thoroughly revised text provides students with an exhilarating first introduction to the dynamic world of marketing.

With the 12th edition, Joel Evans and Barry Berman continue to deliver a comprehensive, yet reader-friendly, look at the field of marketing. Known for providing current, real-world examples and cases, the authors also take advantage of our online publishing model and provide carefully selected links to videos, web-sites and articles that provide students with real-time lessons in marketing. Supported by a complete list of instructor ancillaries as well as student supplements including a unique Student Portfolio for Marketing Planning.

Marketing Mistakes



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New Products Management

An Introduction

Methodological Foundations, 12th Edition