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This particular edition is in a Hardcover format. This books publish date is Jan 25, 2011 and it has a suggested retail price of \$45.00. It was published by McGraw-Hill Education and has a total of 864 pages in the book.

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Marketing department at San Diego State University. He received a B.S. in Marketing from Penn State University, an M.S. in Marketing from the University of Colorado and a Ph.D. in Marketing from the University of California, Los Angeles.

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