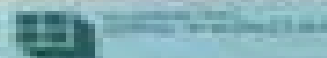


FUNDAMENTALS OF MARKETING

WILLIAM J. STANTON



SEVENTH EDITION



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, 1954 Monographic Series Library of Congress, **Review of Marketing Research** Naresh K Malhotra, 2017-07-05 The Review of Marketing Research series provides current state of the art articles by the marketing field's leading researchers and scholars Unlike other research publications in the field which impose major constraint on article length RMR publishes longer chapters that are not only theoretically rigorous but also offer richer detail including literature reviews cutting edge methodologies empirical studies international developments guidelines for implementation and suggestions for future theory development and testing The RMR series is edited by Naresh K Malhotra along with a distinguished editorial review board Each contribution undergoes a double blind review process and each volume represents an across the board view of the full range of current marketing research methodologies **Skills for the Changing Workplace** Catharine P.

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