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Consumer behavior and marketing strategy by J. Paul Peter, Jerry Carl Olson, 2010, McGraw-Hill Irwin edition, in English - 9th ed.

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Algebra 1: Common Core (15th Edition) Charles, Randall I.
Publisher Prentice Hall ISBN 978-0-13328-114-9

Textbook Answers | GradeSaver

Reviewed by Markus Biegel, Adjunct Faculty, California State University, Dominguez Hills on 8/12/20. Comprehensiveness rating: 5 see less. I compared it to the McGraw Hill book that I have been using for the past 4 years and the topics (Chapters Topics and Sub-Topics) are pretty identical just in a slightly different order.

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The worst marketing textbook ever. It was required by my professor but I could have simplified all 91923982389198732918723 pages into probably 10 paragraphs. Outdated, inefficient, completely unnecessary and super boring. And this is coming from someone who is sick because I generally enjoy reading dry textbooks. Avoid this book if you can!

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Retailing Management is proud to welcome Dhruv Grewal, Toyota Chair of Commerce and Electronic Business, and Professor of Marketing at Babson College, to the 9th edition author team. Dhruv brings years of academic experience and close collaborations with Michael Levy to co-author several retailing articles and co-edit the Journal of Retailing from 2001 to 2007, round out this powerful author team.

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