

Basic Marketing Learning Aid.

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The Learning Aid consists of a variety of self-study aids and experiential exercises designed to deepen a student's problem-solving skills in marketing. Learning Aid for Use with Basic Marketing. Front Cover. Edmund Jerome McCarthy, William D. Perreault. Irwin, - Marketing - pages. This guide contains chapter quizzes, key terms, and additional exercises to help the student gain a deeper understanding of the principles of Basic Marketing.

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