



Contemporary Marketing, Fourth Canadian Edition by David L. Kurtz (Author), Dr. H.F. (Herb) MacKenzie (Author), Dr. Kim Snow (Author) Louis E. Boone (Author) (January 19,2016)

Dr. H.F. (Herb) MacKenzie (Author), Dr. Kim Snow (Author) Louis E. Boone (Author) David L. Kurtz (Author)

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