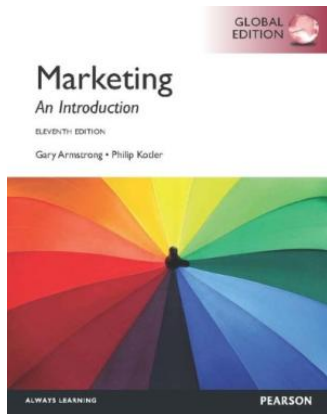


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# MARKETING: AN INTRODUCTION, PLUS MYMARKETINGLAB WITH PEARSON ETEXT (MIXED MEDIA PRODUCT)



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- Authored by Gary Armstrong, Philip Kotler
- Released at 2012



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