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Kotler, Philip and Armstrong, Gary and Wong, Veronica and Saunders, John (2008) Principles of Marketing: 5th European Edition. Pearson Education Limited ISBN 978-0-13-613237-0.

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Reviewed by Melodi Guilbault, Senior University Lecturer, NJIT on 5/22/18. The book covers all content generally covered in a Principles of or Introduction to Marketing course.

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