

<p>658.8 Mc            E. Jerome McCarthy, Stanley J. Shapiro, William D. Perreault E263            Essentials of marketing / E. Jerome McCarthy, Stanley J. Shapiro,                   William D. Perreault . -- 3rd. Canadian ed. . -- Boston : IRWIN , 1991 .                   xiv, 655 p. : fig. ; 24 cm .                   Includes glossary, marketing demo, author and subject index..                   0-256-09420-9                   1. MARKETING, MARKETING - Management</p>	<p>658.8 Mc            E. Jerome McCarthy, Stanley J. Shapiro, William D. Perreault E263            Essentials of marketing / E. Jerome McCarthy, Stanley J. Shapiro,                   William D. Perreault . -- 3rd. Canadian ed. . -- Boston : IRWIN , 1991 .                   xiv, 655 p. : fig. ; 24 cm .                   Includes glossary, marketing demo, author and subject index..                   0-256-09420-9</p>
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