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SUMMARY. We guarantee the best prices and discounted deals available on a regular basis, so further your marketing studies now with this text book. Joseph P. Cannon is the author of 'Essentials of Marketing, 13th Edition', published 2011 under ISBN 9780078028885 and ISBN 0078028884.

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Sample questions asked in the 13th edition of Essentials of Marketing: As a community service, disc jockeys from radio station WMKT formed a basketball team to help raise money for local nonprofit organizations. The host organization finds or fields a competing team and charges a fee to the game.

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