

Marketing

Lamb ■ Hair ■ McDaniel



Lamb Hair Mcdaniel Marketing 7 Edition

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MARKETING 6E Charles W. Lamb, LAMB; HAIR; MCDANIEL; BOSHOFF; TERBLANCHE; ELLIOT, Joseph F. Hair (Jr.), Carl McDaniel (Jr.), Christo Boshoff, N. S. Terblanché, Roger Elliott (Associate professor), H. B. Klopper, 2020 Marketing 6e is a strong foundational text for first year students studying in departments of Management Marketing or Business Management at universities towards a BCom and BA qualifications

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