

SIXTH EDITION



The central title 'MARKETING MANAGEMENT' is enclosed in a hand-drawn cloud shape. Eight arrows radiate from this cloud to various marketing-related icons: a person in a circle (top left), a play button in a circle (top right), a checkmark in a square (middle left), a person at a computer (middle right), a smartphone with 'AD' (bottom left), a document with a list (bottom right), a stack of papers (bottom left), and a circular arrow (bottom right).

MARKETING MANAGEMENT

DAWN IACOBUCCI

Marketing Management 4th Edition By Dawn Iacobucci

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