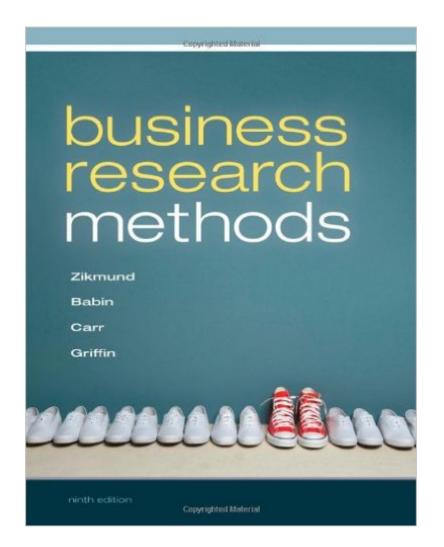
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Book Information

Hardcover: 696 pages Publisher: Cengage Learning; 9 edition (March 12, 2012) Language: English ISBN-10: 1111826927 ISBN-13: 978-1111826925 Product Dimensions: 1 x 8.8 x 11.2 inches Shipping Weight: 3.4 pounds (View shipping rates and policies) Average Customer Review: 4.1 out of 5 stars Â See all reviews (26 customer reviews) Best Sellers Rank: #113,730 in Books (See Top 100 in Books) #26 in Books > Business & Money > Processes & Infrastructure > Research & Development #96 in Books > Business & Money > Marketing & Sales > Marketing > Research #154 in Books > Textbooks > Business & Finance > Marketing

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