



## Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, CB 7 delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with Enhanced CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes.

## Book Information

Series: New, Engaging Titles from 4LTR Press

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Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #24,172 in Books (See Top 100 in Books) #15 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #30 in [Books > Textbooks > Business & Finance > Marketing](#) #49 in [Books > Business & Money > Marketing & Sales > Consumer Behavior](#)

## Customer Reviews

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