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# MKTG 9 (with Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



## Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, MKTG 9 (Print + Online) maximizes student effort and engagement by empowering them to direct their own learning, through a single, affordable course solution. MKTG 9 offers full coverage of a course concepts through unique resources and features that reflect the natural study habits of students, accompanied by straightforward assignment options for instructors.

## Book Information

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**Shorter Chapters.** Shorter, comprehensive chapters present course content through a visually-engaging and familiar resource. **Tear-Out Review Cards.** At the back of the textbook, Tear-Out Review Cards provide a portable study tool containing all of the pertinent information for class and test preparation. **Examples You Can Relate to.** Examples that appear throughout the text include Coach, Facebook, Google, and Apple.

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