



## MKTG (New, Engaging Titles from 4LTR Press)

*Charles W. Lamb Jr. , Joe F. Hair , Carl McDaniel*

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# **MKTG (New, Engaging Titles from 4LTR Press)**

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## **MKTG (New, Engaging Titles from 4LTR Press) Details**

Date : Published February 7th 2017 by Cengage Learning (first published August 24th 1995)

ISBN :

Author : Charles W. Lamb Jr. , Joe F. Hair , Carl McDaniel

Format : Kindle Edition 391 pages

Genre : Academic, School, Textbooks, Nonfiction



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## **From Reader Review MKTG (New, Engaging Titles from 4LTR Press) for online ebook**

### **Jennifer E says**

School books are exciting. Ha-ha.

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### **Sarah says**

I'm not a big fan of marketing, so I'm probably a bit biased in my rating. The information was well laid out and easy to follow. I really liked the format of the book. It was designed to be more like a magazine than a book, which made it easy to carry around and study from. I liked the study cards in the back of the book as well. I would do a final review of them right before my exams and the information was very useful. This was assigned for school, but I thought it was interesting to read in general, which is rare for a textbook.

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### **Richie Miranda says**

Very helpful in understanding the basics of marketing principles. A lot of good side bars in the book.

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### **Aneela Nasir says**

This book offers a fresh take on marketing in the current world. Great for broadening perspective and improving your marketing strategies and becoming more creative as a professional. However, I felt that parts of this book could have offered more detail and thorough explanation.

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### **Noelle says**

What great presentation! Material was presented in a manner that actually promotes not only an understanding, but actual interest in the field. Not at all boring.

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### **Rob Mayfield says**

This is probably the most enjoyable textbook I've ever had. It's a really easy read and has a lot of interesting real world examples.

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### **Alisha Brook says**

Title: MKTG

Series: -

Author: Charles W. Lamb Jr., Carl D. McDaniel & Jane Summers

Genre: Informational/ Business / Marketing

Rating: 5 stars

I found this a very useful and interesting book. It was recommended to me for my marketing course, and I would encourage anyone studying or interested in furthering their knowledge of marketing to add this book to their list.

The text was set out in a clear, easy-to-read format with colourful pictures, graphs and tables to aid the text. This really assisted with learning and made it much more enjoyable to read.

A really fantastic addition to any marketing textbook collection.

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### **Rich says**

Great Book with tons of information in the world of marketing.

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### **Marissa says**

I really enjoyed this book (even though it was assigned reading) ;) . . . Modern and relevant. It was so "inspirational" I often got side-tracked thinking about entrepreneurship instead of doing my homework, though.....Fairly basic, and a bunch of it seemed familiar, but still gleaned a lot of new ideas.

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