

The book was found

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

Series: New, Engaging Titles from 4LTR Press

Paperback: 432 pages

Publisher: Cengage Learning; 9 edition (January 22, 2015)

Language: English

ISBN-10: 1285860160

ISBN-13: 978-1285860169

Product Dimensions: 10.7 x 8.4 x 0.7 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (50 customer reviews)

Best Sellers Rank: #7,694 in Books (See Top 100 in Books) #6 in [Books > Textbooks > Business & Finance > Marketing](#) #71 in [Books > Business & Money > Marketing & Sales > Marketing](#) #109 in [Books > Business & Money > Economics](#)

Customer Reviews

Get Ahead with Lamb/Hair/McDaniel's MKTG 9.

[View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

Anytime, Anywhere with 4LTR Press Online! MKTG

Online enables you to study how and when you want, including on a smartphone! Whether you are in class or on your own, explore the course content that interests you, take notes, and collect StudyBits. When it's time to study, the StudyBoard provides the ability to search related content, build your own flashcards, and read (and re-read) your highlighted sections of the textbook, or generate your own adaptive Quizzes to help you master difficult concepts—all in one place!

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.

[Download to continue reading...](#)

MKTG (with MKTG Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG 9 (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) GLOBAL (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MGMT (with MGMT Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON MICRO (with ECON MICRO Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG 8 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) Cultural ANTHRO2 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MIS5 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) OM5 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CB7 (with CourseMate and Career Transitions 2.0, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MR2 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON: MACRO4 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) M&F (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) HR3 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) PROMO2 (with CourseMate, 1 term (6 months) Printed Access Card) (Engaging 4LTR Press Titles in Marketing) CB6 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) CB 5 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) ORGB4 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) Understanding Health Insurance: A Guide to Billing and Reimbursement (with Premium Web Site, 2 terms (12 months) Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Medical Billing 101 (with Cengage EncoderPro Demo Printed Access Card and Premium Web Site, 2 terms (12 months) Printed Access Card)

[Dmca](#)