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Ferrell & Hartline (2005), Marketing Strategy (3rd Edition). Thompson South-Western. Optional Textbook : Pride & Ferrell (2006), Marketing (13th Edition), ISBN 0-618-47446-3 (looseleaf - lower price) or 0-618-47445-5 (hardbound). Other Materials :

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Required Textbooks : Ferrell & Hartline (2008), Marketing Strategy (4th Edition). Thompson South-Western. Lamb, Hair, & McDaniel (2007), MKTG (2007-2008 Edition).