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Book Details Full Title: Marketing: The Core Edition: 5th edition ISBN-13: 978-0078028922 Format: Paperback/softback Publisher: McGraw-Hill/Irwin (10/22/2012) Copyright: 2034 Dimensions: 8.4 x 10.9 x 1 inches Weight: 2.46lbs

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Steven Hartley is the author of 'Marketing: The Core', published 2012 under ISBN 9780078028922 and ISBN 0078028922.

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