

Marketing Book List 2022-2023

Course: Marketing

Title: **K12 MindTap *Foundations of Marketing*, (1-year access)**

[SSBH, 2022]

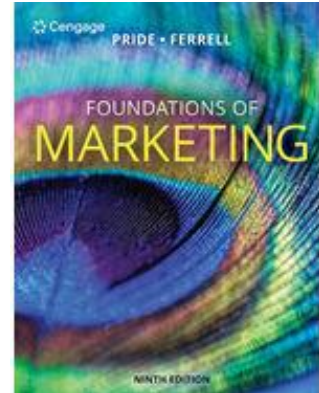
Author: Pride & Ferrell

Publisher: Cengage

Edition: 9th

ISBN: 9780357756553 / 035775655X

Notes: Required Mindtap online only (instant access resource). \$30 through Cengage.



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