



**Figure 4: Core Concepts in Marketing**

# Marketing Core Concepts

**Semenik, Shaw**



## Marketing Core Concepts:

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resources including Chapter outline Matching exercises Multiple Choice questions answers True False questions answers Additional mini cases with questions answers The study guide is available to be purchased as a stand alone item or packaged with the text **Marketing Core Concepts** Assael, 1997-12-01 Marketing Management F. Lao, 1998 **Content**

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