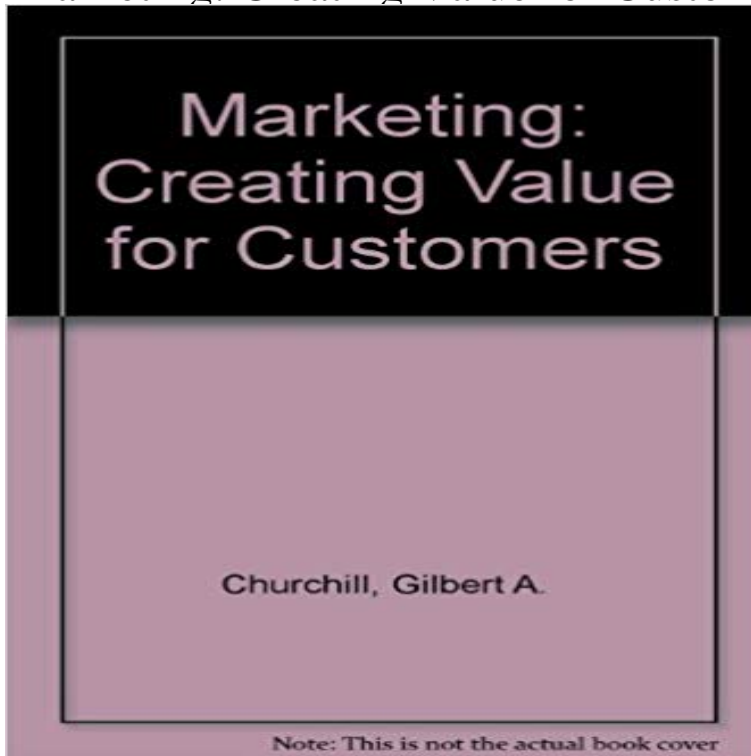


## Marketing: Creating Value for Customers



Churchill and Peter are two of the most respected educators and researchers in the marketing discipline. Their text has a strong theme of customer value, and offers coverage of the most current topics: relationship marketing, technology, IMC, global marketing, services, and small businesses (through extensive examples). This concise text is less than 600 pages and is completely updated with all references from 1996 or later. The extensive supplements package was thoroughly revised, updated, and reviewed by at least three marketing instructors to ensure quality.

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