

# Marketing for Decision Makers



Compiled by  
Associate Professor Siva Muthaly



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# MARKETING FOR DECISION MAKERS

*for*  
**RMIT UNIVERSITY**

Compiled by Associate Professor Siva Muthaly

Charles W. Lamb, Joseph F. Hair Jr, Carl McDaniel  
William M. Pride, O.C. Ferrell  
William G. Zikmund, Steven Ward, Ben Lowe, Hume Winzar  
Barry J. Babin

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**Marketing for decision makers**

1st Edition

Charles W. Lamb, Joseph F. Hair Jr, Carl McDaniel

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**This Custom Publication contains extracts from the following books:**

Lamb, C.W., Hair Jr., J.F., McDaniel, C. (2010). *Marketing, 11e*. South-Western: Cengage Learning. ISBN 9781439039427. Extracts 1-3.

Pride, W.M., Ferrell, O.C. (2010). *Foundations of marketing, 4e*. South-Western: Cengage Learning. ISBN 9781439039441. Extracts 5-9, 11-13.

Zikmund, W.G., Ward, S., Lowe, B., Winzar, H., Babin, B.J. (2010). *Marketing research, 2nd Asia-Pacific Ed.* South Melbourne: Cengage Learning. ISBN 9780170183345. Extracts 14-19.

Lacobucci, D (2011). *MM, 2e*. South-Western: Cengage Learning. ISBN 9780538481342. Extracts 4,10.

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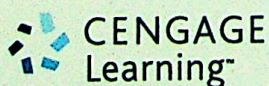
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