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By Finch, James E.; Ogden, James R.; Ogden MBA, Denise T.

Research & Education Association, 1998. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: REA's test preparation book for CLEP Principles of Marketing contains three full-length practice exams based on official exam questions released by the College Board. Includes a comprehensive review of all the important facts, concepts, and theories of marketing that will be encountered on the exam. For adults who are planning to enroll in college and are looking to gain credit for Principles of Marketing.



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