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Dr. McCarthy was well known for his innovative teaching materials and texts, including Basic Marketing and Essentials of Marketing. He also introduced a marketing strategy planning framework, organizing marketing decisions around the "4Ps"—product, place, promotion, and price.

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(Actually used the 18th edition) Used this book for my marketing fundamentals class this fall. It's pretty well done. There were some fairly dense pages of text that could be helped by better page design (white space, anyone?), but overall it was good. The conceptual diagrams were helpful as memory tools.

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