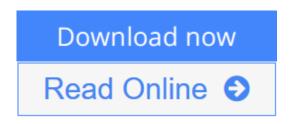


# Marketing Management: Knowledge and Skills, 10th Edition

By J. Paul Peter, James H. Donnelly Jr.



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#### About the Author

J. Paul Peter is another very highly regarded marketing educator and is also at UW-Madison. He has won many awards for his contributions through research, textbooks, and education.

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