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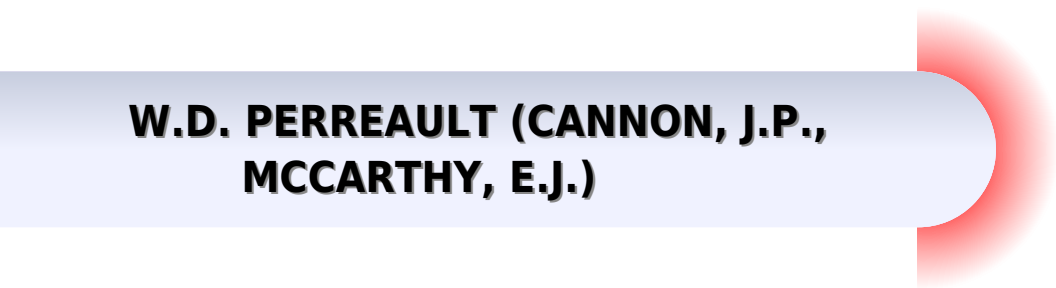
# Basic Marketing

A Marketing Strategy Planning Approach

*William D. Perreault, Jr.   Joseph P. Cannon   E. Jerome McCarthy*

# Basic Marketing A Marketing Strategy Planning Approach 17th Edition

**W.D. PERREAULT (CANNON, J.P.,  
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