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### **MKTG: Principles Of Marketing Student Edition 9 | eBay**

McDaniel has also been a district sales manager for Southwestern Bell Telephone Company and served as a board member of the North Texas Higher Education Authority, a billion-dollar financial institution. In addition to MKTG, McDaniel has written and co-authored over 50 textbooks in marketing and business.

### **Amazon.com: Marketing (9781111821647): Lamb, Charles W ...**

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