

KNOXVILLE CKMK 049

MGMT 437 Marketing Promotion
(03/17/12-04/28/12)

O'Guinn, ADVERTISING & INTEGRATED BRAND
PROMOTION *6th*

New: \$228.95

02/02/12 Prices Subject To Change without Notice.
Used books where available. Please order at least 1 week
before start date to insure availability.
Textbook Sales are Non-Refundable.

Phone: (800) 729-0256 ext. 5278 or 5307 (423) 636-7307 Fax: (423) 798-1639

E-mail books@tusculum.edu

Website www.tusculum.edu/bookstore