

 Cengage

Marketing Strategy

8e



O. C. Ferrell | Michael Hartline
Bryan W. Hochstein

The authors are pleased to see this book in its eighth edition. This book has been a pleasure to write and we hope it will continue to be a valuable resource for students and faculty alike. We are grateful to the many people who have helped us in the process of writing this book. We are also grateful to the many people who have helped us in the process of writing this book.