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Dr. McCarthy was well known for his innovative teaching materials and texts, including Basic Marketing and Essentials of Marketing. He also introduced a marketing strategy planning framework, organizing marketing decisions around the "4Ps"—product, place, promotion, and price.

Connect Access Card for Essentials of Marketing 16th Edition

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Series: Mcgraw-Hill/Irwin Series in Marketing; Hardcover: 793 pages; Publisher: McGraw-Hill/Irwin; 15th edition (2005) Language: English; ISBN-10: 0072525231; ISBN-13: 978-0072525236; Package Dimensions: 11 x 8.7 x 1.5 inches Shipping Weight: 4.1 pounds; Customer Reviews: 3.5 out of 5 stars 7 customer ratings

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