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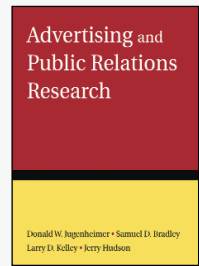
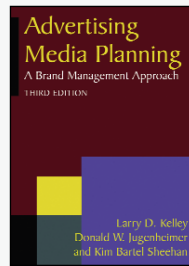
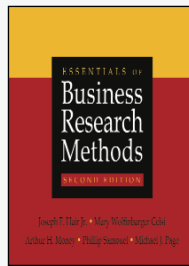
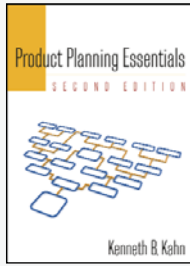
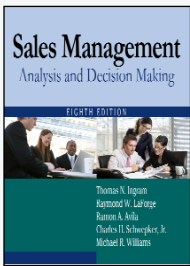
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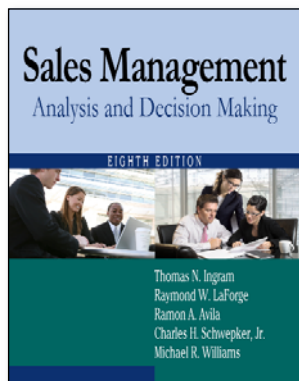
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“The eighth edition continues the tradition of providing outstanding topical coverage and an appropriate level of rigor for university students. This text does a terrific job of capturing student interest. The outstanding variety of learning methods provided in this text helps make the course even more relevant, engaging, and useful in the development of sales professionals.” — Jon M. Hawes, Indiana State University



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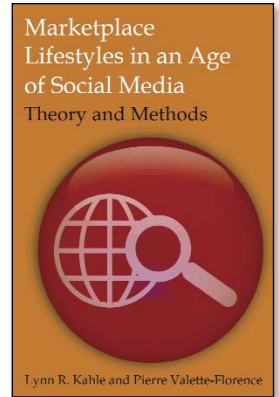
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Lynn R. Kahle, University of Oregon; **Pierre Valette-Florence**,
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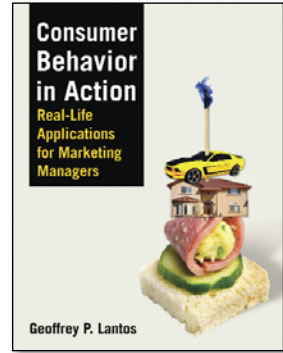
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Political Marketing

Theoretical and Strategic Foundations

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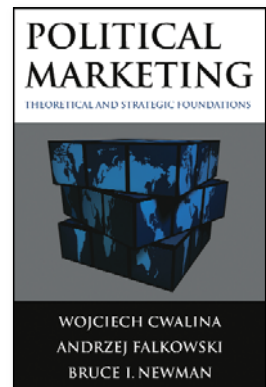
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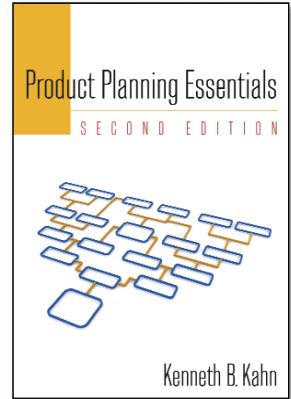
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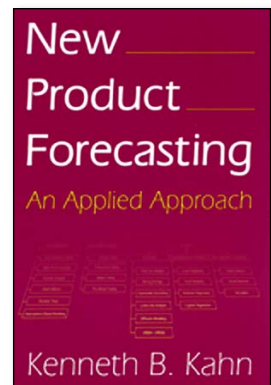
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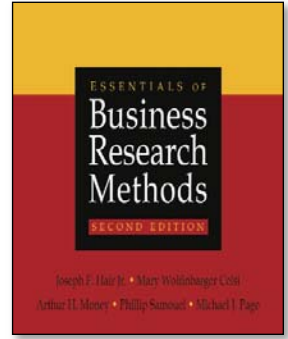
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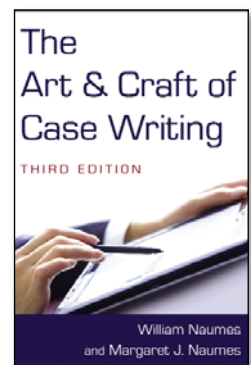


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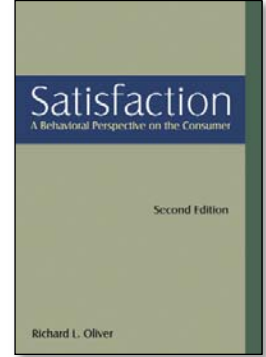
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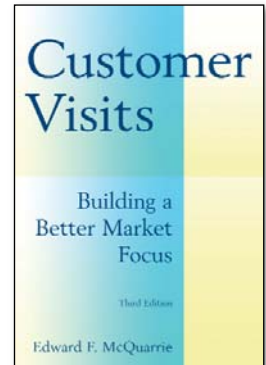
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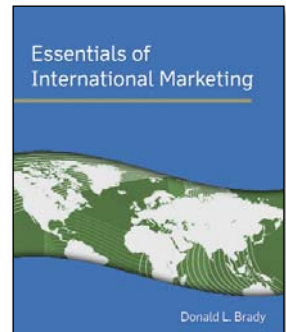


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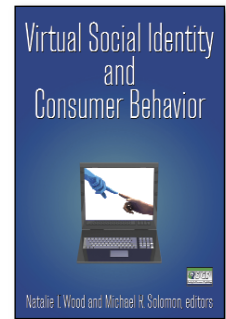
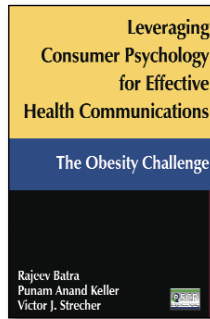
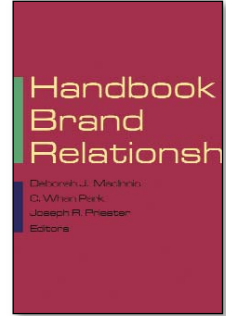
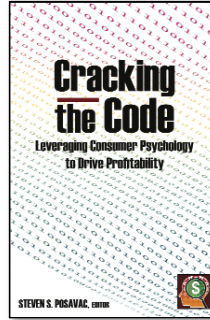
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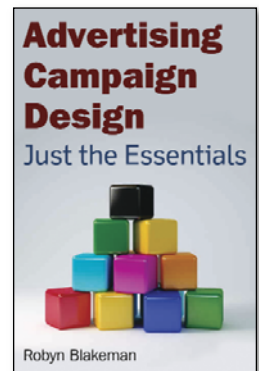
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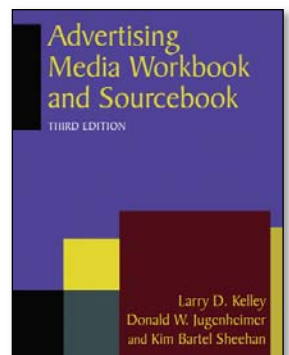
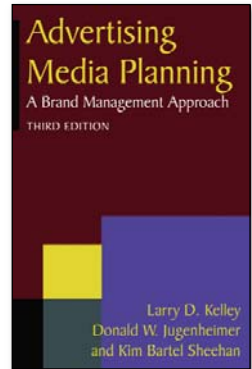
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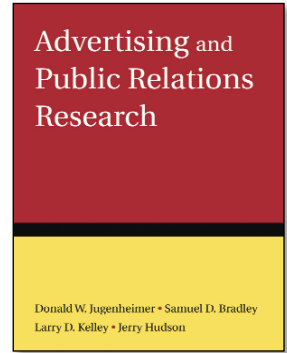


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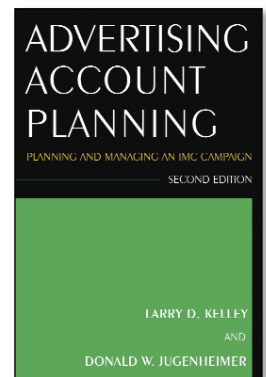
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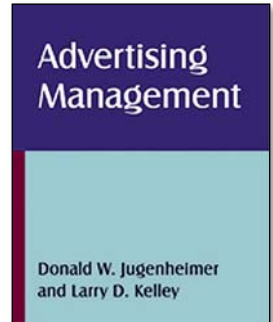


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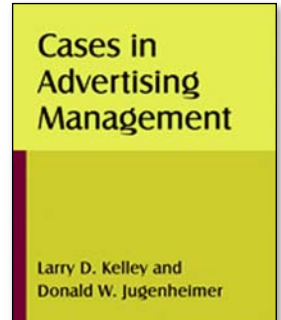
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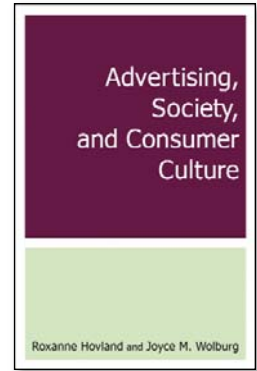
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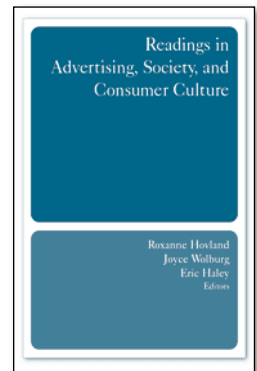
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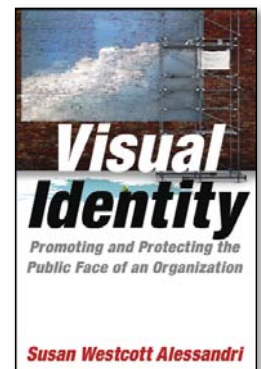
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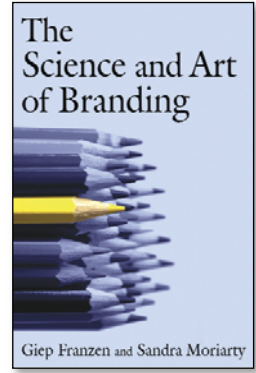
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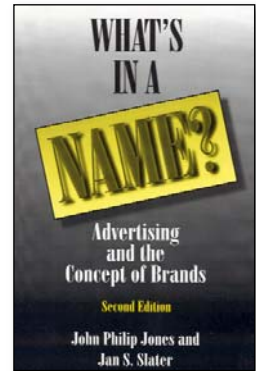
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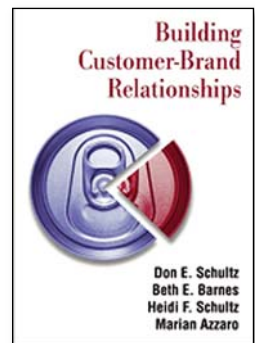
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