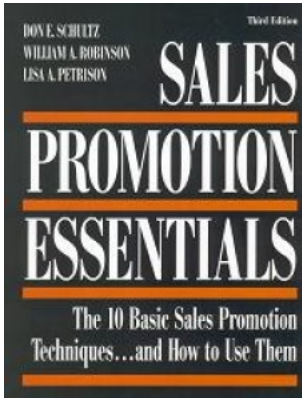


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This new edition offers students a solid foundation in sales promotion basics by explaining 10 basic techniques.

* Gets students involved by having them create hypothetical promotions based on models of success. * Provides real-life examples to stimulate classroom discussion as students examine and debate real cases. * Discusses the newest innovations in the field.