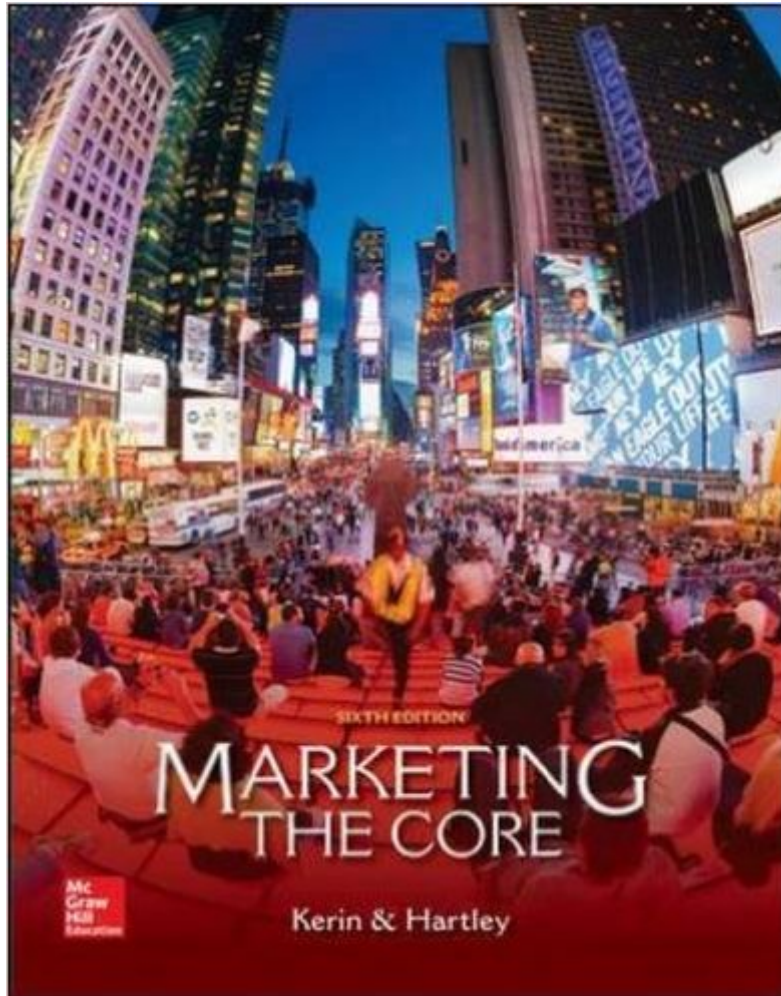


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# Marketing: The Core (Access Code Not Included)



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- SmartBook<sup>®</sup> - an adaptive digital version of the course textbook that personalizes the reading experience based on how well students are learning the content.
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