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Dr. Boone served as a pioneer in the marketing discipline and was, arguably, the most creative business writer of his generation. Dr. David L. Kurtz has taught at a number of major U.S. and foreign universities and has co-authored best-selling books with Dr. Louis E. Boone.

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Amazon.com: Contemporary Marketing (9781305075368): Boone ...

Dr. Kurtz has lectured extensively throughout North America, Europe, Asia and Australia. He attended Davis & Elkins College in Elkins, West Virginia, before entering the graduate business school at the University of Arkansas, where he met Dr. Gene Boone. As longtime co-authors, Dr. Boone and Dr. Kurtz wrote more than 50 books.

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Contemporary Marketing. David L. Kurtz, H. F. MacKenzie, Kim Snow. Cengage Learning, 2009 - Marketing - 768 pages. 1 Review. Provides Professors with a complete and comprehensive coverage of the...

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Contemporary business (Book, 2011) [WorldCat.org]

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Amazon.com: Contemporary Marketing (9781133628460): Boone ...

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Amazon.com: Contemporary Marketing, Update 2015 (9781285187624): Boone, Louis E., Kurtz, David L.: Books

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