

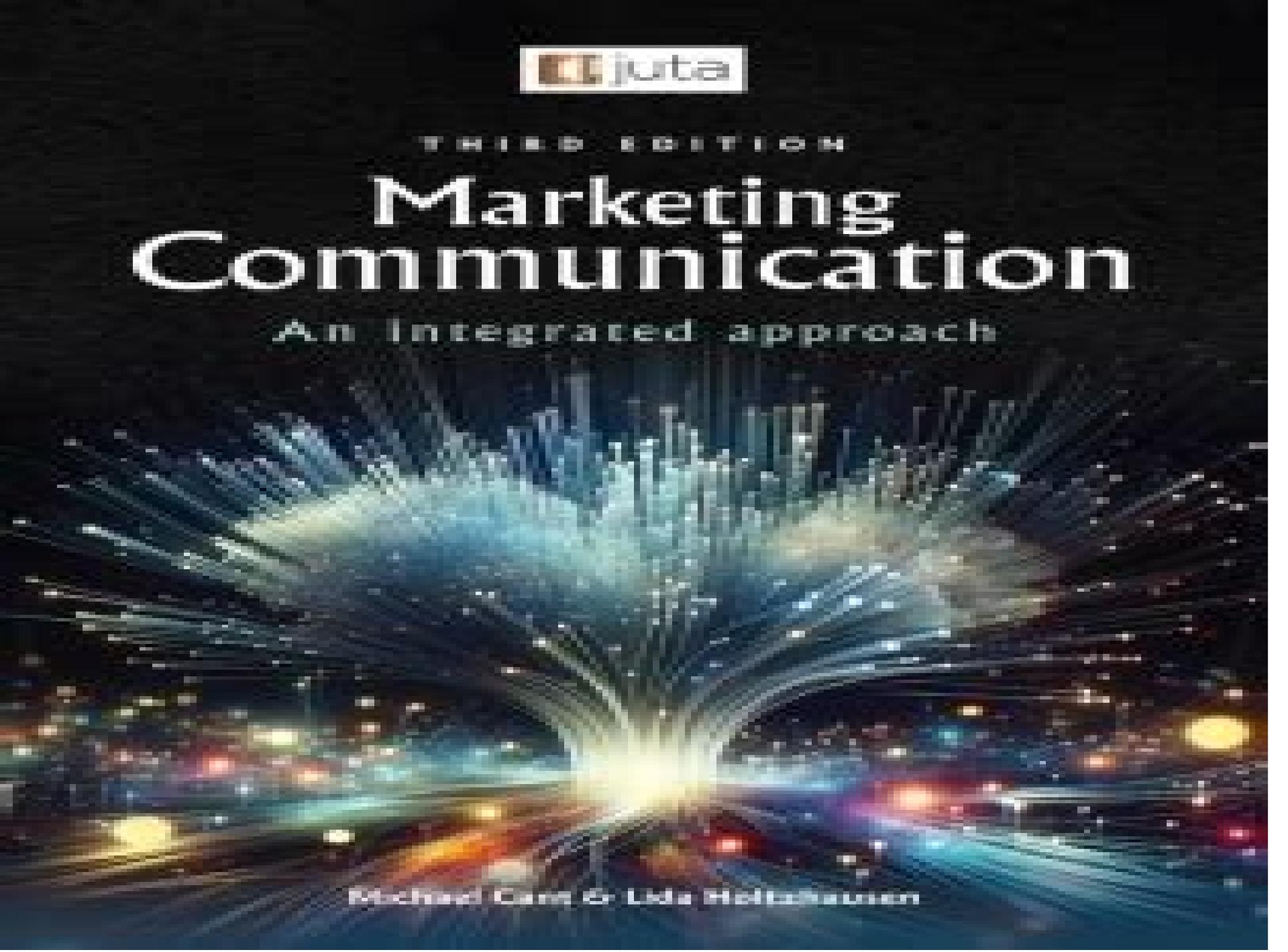
The logo for Juta, featuring a stylized 'J' icon followed by the word 'juta' in a lowercase, sans-serif font.

THIRD EDITION

Marketing Communication

An Integrated approach

Richard Carr & Lida Holtzhausen

The background of the cover is a dark, abstract digital landscape. It features a central bright light source from which numerous glowing lines and rays of light radiate outwards, creating a sense of depth and connectivity. The colors are primarily blue, cyan, and white, with some warmer tones like orange and yellow near the bottom. The overall effect is reminiscent of a data network or a futuristic cityscape at night.

Marketing Research An Integrated Approach 3rd Edition

Hongru Du



Marketing Research An Integrated Approach 3rd Edition:

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