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## **Ferrell Hartline 4e CH01 | Strategic Management | Marketing**

Marketing Strategy, 4th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Thomson Learning/South-Western College Publishing), 2008. Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 4th Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2008.

## **Michael D. Hartline, Ph.D. - Florida State University**

Ferrell & Hartline (2005), Marketing Strategy (3rd Edition). Thompson South-Western. Optional Textbook : Pride & Ferrell (2006), Marketing (13th Edition), ISBN 0-618-47446-3 (looseleaf - lower

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price) or 0-618-47445-5 (hardbound). Other Materials :

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