

INFORMATION: CLASS AND BOOK 2015/2016

Dear students,

This year, for the first month, my class will be taught by Prof. Iyer Vish, from Monfort College of Business, University of Northern Colorado. I will teach the final two weeks of November and the course will end on the mid of November.

You will have tests every week, so it will be important to attend the lessons and study hard from the first week. The tests will be open-book 😊 but everybody needs to have her/his e-book to take the test.

Let me give you some instructions for buying the book:

1) get into www.cengagebrain.co.uk website

2) ISBN: 978-1-285-42977-9 (Pride/Ferrell - 6th edition)

The price is £34.58, that is the minimum price we could find for a marketing book