## STUDY GUIDE TO ACCOMPANY MYERS MARKETIKG H. BRUCE LAMMERS

## STUDY GUIDE TO ACCOMPANY MYERS MARKETING

## H. BRUCE LAMMERS

Professor of Marketing California State University, Northridge

## STUDY GUIDE TO ACCOMPANY MYERS MARKETING

Copyright © 1986 by McGraw-Hill, Inc. All rights reserved. Printed in the United States of America. Except as permitted under the United States Copyright Act of 1976, no part of this publication may be reproduced or distributed in any form or by any means, or stored in a data base or retrieval system, without the prior written permission of the publisher.

1234567890 WHTWHT 89876

ISBN 0-07-044209-6

The editors were Sam Costanzo and Linda A. Mittiga; the cover was designed by Betty Binns Graphics; the production supervisor was Diane Renda. The Whitlock Press, Inc., was printer and binder.