

TEST ITEM FILE

Xin Ge

University of Northern British Columbia

Marketing Management Fourteenth Canadian edition

Philip Kotler, *Northwestern University*

Kevin Lane Keller, *Dartmouth College*

Peggy H. Cunningham, *Dalhousie University*

Subramanian Sivaramakrishnan, *University of Manitoba*

PEARSON

Toronto

ISBN: 978-0-13-289981-9

Copyright © 2013 Pearson Canada Inc., Toronto, Ontario. All rights reserved. This work is protected by Canadian copyright laws and is provided solely for the use of instructors in teaching their courses and assessing student learning. Dissemination or sale of any part of this work (including on the Internet) will destroy the integrity of the work and is not permitted. The copyright holder grants permission to instructors who have adopted *Marketing Management*, 14th Canadian edition, by Philip Kotler, Kevin Lane Keller, Subramanian Sivaramakrishnan, and Peggy H. Cunningham to post this material online only if the use of the website is restricted by access codes to students in the instructor's class that is using the textbook and provided the reproduced material bears this copyright notice.