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Acknowledged authors Kotler, Philip T, Bowen, John T., Makens Ph.D., James wrote Marketing for Hospitality & Tourism (5th Edition) comprising 720 pages back in 2009. Textbook and eTextbook are published under ISBN 0135045592 and 9780135045596. Since then Marketing for Hospitality & Tourism (5th Edition) textbook was available to sell back to BooksRun online for the top buyback price or rent at the marketplace.

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