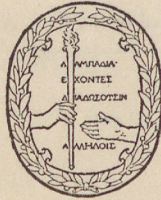


MARKETING

By

EDMUND BROWN, JR., Ph.D.

*Member Consulting Board, Brookmire Economic Service, Incorporated
Formerly Associate Professor of Marketing
University of North Carolina*



HARPER & BROTHERS PUBLISHERS
NEW YORK AND LONDON