

The **Canadian** Institute of Marketing

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Book Review - Contemporary Marketing, Fourth Canadian Edition

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Tai Soetan, MCIInst.M, Vice Chair of the Canadian Institute of marketing was acknowledged as one of the reviewers of Contemporary Marketing, Fourth Canadian Edition authored by Boone, Kurtz, Mackenzie and Snow in the preface section on page xxvii of the textbook.

One of his quotes in the course of reviewing the book, copied below, was also included in the marketing collateral for the text book that was published by Nelson Education Ltd.

"I'd describe it as a textbook that connects to/with Canadian students with lots of examples of Canadian businesses and with a Canadian context and perspective." Taiwo Soetan, Red River College.

