

Correlation Guide

The **Annual Editions** series provides students with convenient, inexpensive access to current, carefully selected articles from the public press. **Annual Editions: Marketing 08/09 (2009 Update)** is an easy-to-use reader that presents articles on important topics such as the *future of marketing* and *developing marketing strategies*. For more information on **Annual Editions** and other **McGraw-Hill Contemporary Learning Series** titles visit www.mhcls.com. This convenient guide matches the Units in **Annual Editions: Marketing 08/09 (2009 Update)** with corresponding chapters in **FOUR** best-selling **McGraw-Hill Marketing** texts.

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