

MKT 405 Students

I have looked into alternative methods for obtaining the textbook materials. I am told students can purchase an e-book for about half the cost (\$69) of a regular text. Here are the instructions:

1. Go to www.mhhe.com.
2. Click on “Buy a book”. (It is towards the top of the page.)
3. Under “College/University” click on “eBookstore” link.
4. Click on the large “e” icon directly above “McGraw-Hill eBooks”.
5. Click on “Next” icon (near the bottom of the page).
6. Click on “Business and Economics”.
7. Click on “Marketing”.
8. Click on “Zeithaml-Bitner-Gremler: Services Marketing 4th Edition” (at bottom of list).
9. Follow instructions to purchase.

Note: Students who are contemplating this option should NOT plan on using any computers in labs on campus if they decide to select the “print PDF files” option. That is, if you plan to print the chapters, computer labs on campus are not really an option, as you will not be able to “save” the files on those computers (they will be gone the next time you log on to the campus computer), and any printing jobs from this web site are “queued”, which causes problems in campus computer labs. (And, it is quite likely that lab monitors will not allow you to print a 700-page document if you attempt to print the entire book at once.)