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| **Version** | **Date** | **Change** | **Details** |
| 1.1 | June 7, 2013 | Book added to the BC Open Textbook collection |  |
| 2.1 | January 20, 2017 | Files replaced with an updated edition. | Many sections added to various chapters and content updated. There is more emphasis on omni-channel marketing, social media in marketing, and the other components of the digital media revolution that are changing marketing. |