

Marketing: Student Text (14th Revised edition)



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Reviews

A really awesome book with lucid and perfect information. Of course, it is actually play, nonetheless an amazing and interesting literature. You are going to like just how the article writer create this ebook.
(Nakia Toy Jr.)

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Cengage Learning, Inc. Hardback. Book Condition: new. BRAND NEW, Marketing: Student Text (14th Revised edition), William M. Pride, O. C. Ferrell, Engaging and motivating students with diverse backgrounds and varied interests in marketing requires stimulating and effective teaching materials--and Pride/Ferrell continues to be the resource of choice for instructors. Combining contemporary coverage of marketing strategies and concepts with real-world examples, Marketing's text and its outstanding suite of supplements supplies students with the knowledge and decision-making skills needed to succeed in today's competitive business environment. Using topical issues including globalization, customer relationship management, supply chain management, and the latest e-commerce models, the authors connect marketing to students' personal lives. The latest edition features current data and examples, new advertisements and photos, and a new design that lends a contemporary look and feel to the text. A range of electronic tools--from premium online study content to the GoVenture entrepreneur simulation--support students as they work toward mastery of marketing principles and applications.

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