

Effective Marketing with InfoTrac College Edition



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出版者:7-09999

出版时间:2001-2

装帧:

isbn:9780324063929

With consolidated coverage of the principles of marketing, Effective Marketing stands out for its ease of reading and useful presentation of the marketplace as a dynamic interplay of relationships. Mirroring the features of the comprehensive text, this edition appeals to instructors who seek a concise, strategic focus with integrated coverage of technology. Thorough treatment of e-commerce, emerging markets, new technologies, and hot marketing trends is provided. Concepts and topics are carefully discussed to helping readers adapt to and strategically plan for changes in the marketing environment.

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