

Marketing: an introduction 7e



[Marketing: an introduction 7e 下载链接1](#)

著者:Gary Armstrong

出版者:Pearson

出版时间:2004

装帧:

isbn:9780131273122

This accessible, streamlined introduction to marketing by two of today's best-selling marketing authors helps users master the basic principles and practices of modern marketing in an enjoyable and practical way. The new edition is an even more effective text than its predecessors: it is complete, easy to manage, and explains how marketing affects the big picture in business and influences specific company divisions like accounting, information technologies, finance, operations, and human resources. Updated to present the latest marketing thinking, it builds upon a framework which positions marketing as the art and science of creating value for customers in order to capture value from customers in return. An excellent resource and tool for those

employed in the field of marketing and sales; especially helpful for employees of global companies.

作者介绍:

目录:

[Marketing: an introduction 7e 下载链接1](#)

标签

营销

市场营销

职业

市场

专业书

评论

恶补了下marketing的常识。。。理论还是要靠实践来检验的

课本就该看原版的。。。

没找到13edition的版本，非常好的市营入门英文教材，case也非常详实，不过感觉更多的是再讲retail sales。要是没有那么多奇奇怪怪的brief我可能会更喜欢这门课吧♂消费者心理那part直接被professor嫌弃just doesn't make sense 感觉书中内容还是有些浅，下次或许看看digital marketing的书

[Marketing: an introduction 7e_ 下载链接1](#)

书评

[Marketing: an introduction 7e_ 下载链接1](#)