

Basic Marketing



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出版者:

出版时间:2013-2

装帧:

isbn:9780078028984

Built on a strong foundation, Basic Marketing 19e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault franchise was the pioneer of the "four Ps" in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent "best practices," and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers.

作者介绍:

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