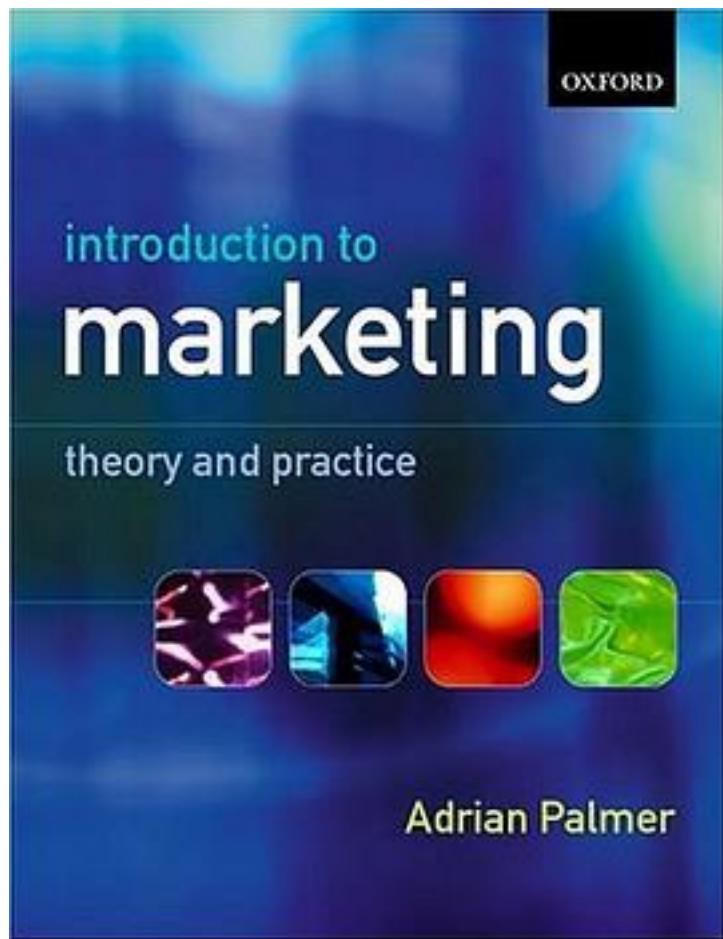


# Introduction to Marketing



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著者:Adrian Palmer

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Introduction to Marketing provides a concise introduction to the principles of marketing, offering both critical analysis and applied case studies. Combining academic credibility with an established reputation for his clear writing style, Palmer's

book is ideal as a one-semester introductory title for students studying at both undergraduate and postgraduate level. The book begins by presenting the underlying theoretical bases of marketing that are often borrowed from the disciplines of economics, sociology and psychology. Practical application of these theories is provided through case studies and vignettes that are included in each chapter. These practical applications highlight some of the shortcomings of established frameworks for the study of marketing, and the reader is encouraged to formulate alternative frameworks. This book tries not to present prescriptive solutions to marketing problems, but encourages debate about causes and effects. Underlying much of the discussion in this book is the interplay between marketing as a science and as a creative art. Current developments in the Internet are reflected in the case studies and vignettes in each chapter, and the growing recognition of the social responsibilities of marketing is stressed throughout the book. The book has been divided into fourteen chapters arranged in four parts. In the real world, however, marketing cannot be neatly compartmentalised in this way. With a holistic vision, it will be seen that any change in one aspect of marketing is likely to have consequences on other aspects. Chapter summaries and case studies help to stress these linkages and provide integrative perspectives. ONLINE RESOURCE CENTRE For lecturers: answers to case study review questions, suggested answers to chapter review questions, additional discussion points, lecturer guidelines to accompany the PowerPoint slides, test bank. For students: additional suggested reading, case studies with case questions, additional chapter review questions, multiple choice questions, web exercises, web links.

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