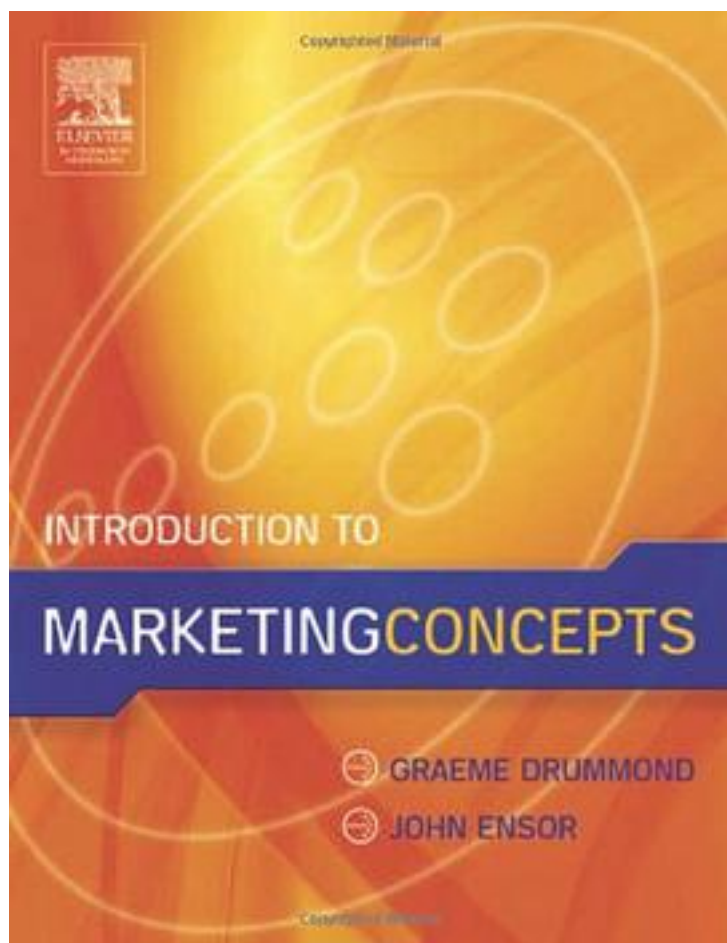


Introduction to Marketing Concepts



[Introduction to Marketing Concepts_ 下载链接1](#)

著者:Drummond, Graeme/ Ensor, John

出版者:Butterworth-Heinemann

出版时间:2005-6

装帧:Pap

isbn:9780750659956

Written in a user-friendly way to ensure the information is accessible, "Introduction to Marketing Concepts" is ideally suited to students that are faced with time-pressure yet need to gain a comprehensive understanding of the main concepts of marketing. The

authors focus only on the points that are needed to be able to understand the theory, without the entanglement of additional information. This ensures students do not have to wade through non-essential information to get to grips with the subject. A balance between basic marketing and strategic concepts makes it suitable for all levels. Each chapter contains a series of vignettes to illustrate the theory, with e-marketing perspective evident throughout and a Web-based resource that accompanies the text. It is thoughtfully written to accommodate the time pressures on students and lecturers. An online resource accompanies the book featuring additional case material, a tutor work plan and PowerPoint overheads. It has an international appeal, featuring topics such as global branding.

作者介绍:

目录:

[Introduction to Marketing Concepts_ 下载链接1](#)

标签

市场营销

评论

[Introduction to Marketing Concepts_ 下载链接1](#)

书评

[Introduction to Marketing Concepts_ 下载链接1](#)