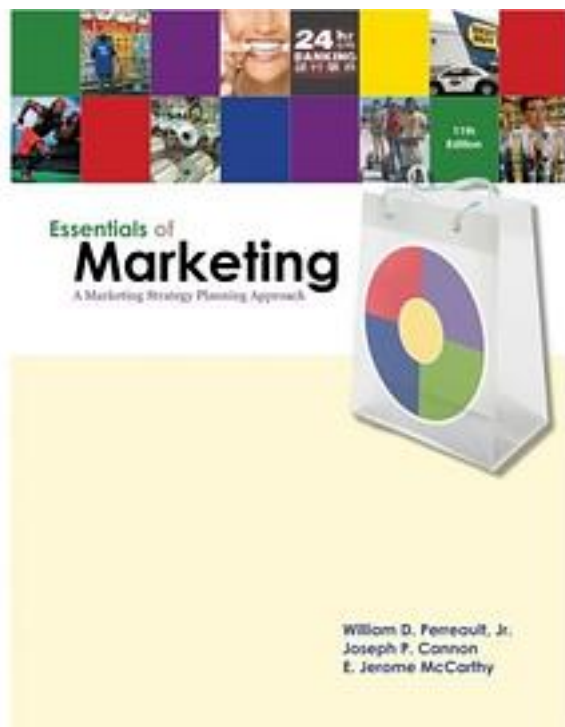


# Essentials of Marketing



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著者:William D. Perreault, Jr.

出版者:McGraw-Hill/Irwin

出版时间:2007

装帧:Paperback

isbn:9780073404714

## Product Description

This edition of *Essentials of Marketing* has been critically revised, updated, and rewritten to reflect new concepts, new examples, and recent "best practices." It builds on the foundation pillars of previous editions – the four Ps framework, managerial orientation, and strategy planning focus. 11e builds upon its pioneering beginnings that introduced the "four Ps" to the introductory marketing course. Focus of *Essentials of Marketing* has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs.

This edition extends the strategy planning approach, integrating concepts tightly with the marketing strategy planning model. The authors have made ongoing changes to the text to reflect marketing's best practices and ideas. The supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing. This edition extends the strategy planning approach, integrating concepts tightly with the marketing strategy planning model.

作者介绍:

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