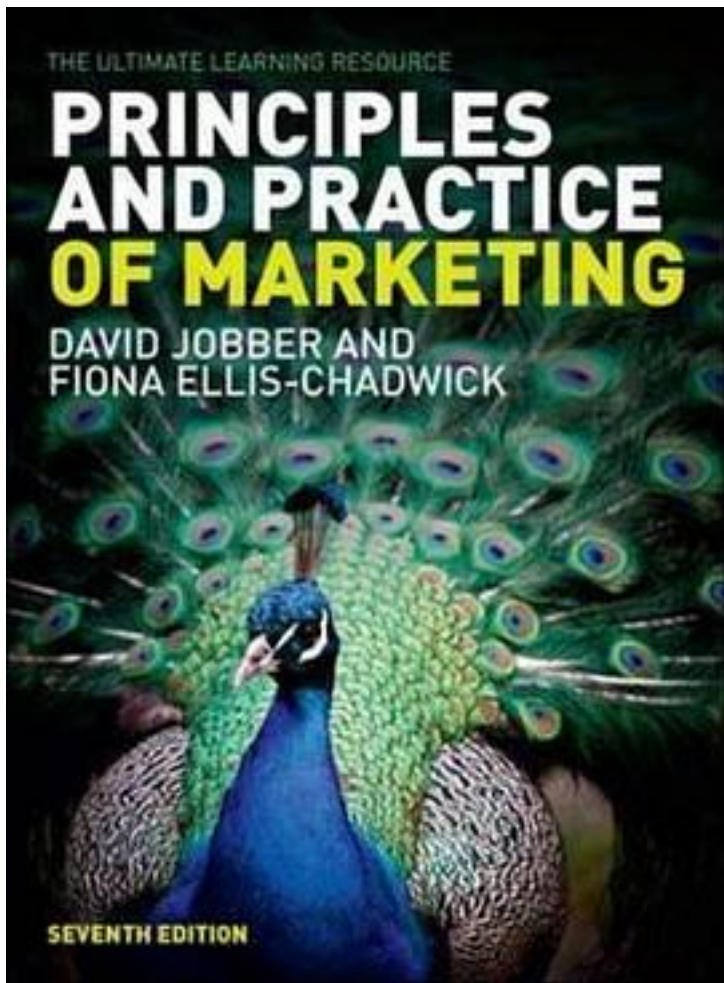


Principles and Practice of Marketing



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Principles and Practice of Marketing truly sets the benchmark for achievement in introductory marketing courses. David Jobber's clear writing style, engaging examples

and comprehensive coverage of all the essential concepts combine to make this book a trusted and stimulating choice to support your course. This sixth edition is fully updated to offer a contemporary perspective on marketing, with the latest digital developments and ethical accountability emphasised throughout. You'll find this book packed with examples of marketing practice in well-known companies, brought to life through real print, video and online advertising examples. Find out: what challenges BMW faced in bringing the Mini E car to market how Nintendo regained supremacy in the videogame industry what Apple is doing to outsmart smartphone competitors why General Motors was vulnerable in the economic downturn how Cadbury relaunched their discontinued Wispa brand Interactive online resources support every chapter and integrate with the text to make Principles and Practice of Marketing the ultimate learning resource.

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标签

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评论

ㄟ(3 ㄟ) 23号求David Jobber附身！！！！

就是太厚……

我就是很喜欢marketing

封面特别好看，還有顏表情！！！祝我一臂之力吧大神！！！祈福！:)

一向笃信产品就是王道的我怎么看得下肚呢?????!~!!

叙述很有趣

我说怎么那么眼熟。。。原来是大学课本。。。。。。。。

marketing我永远的痛

小图挺耐人的

嘻嘻=3=最爱的课了

有用～

T.T读得太少了

mmd

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书评

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