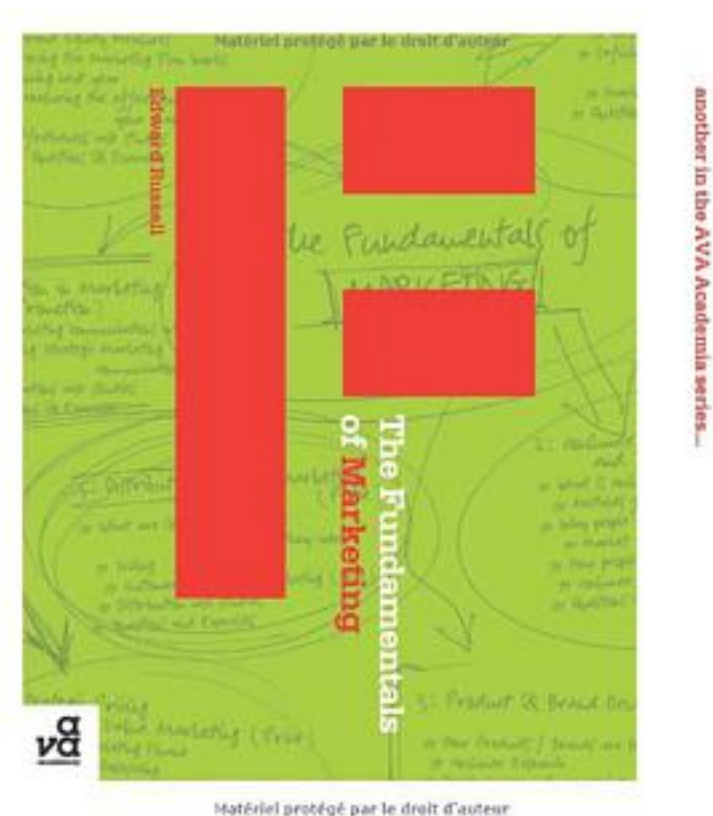


The Fundamentals of Marketing



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This title explains the key tools used to develop branding. It introduces selling theories and the principles of consumer behaviour, and documents the creation and development of brands using real-world examples. It goes on to explain strategic pricing, methods of distribution, market research, strategic thinking and the promotion of these brands through advertising. "The Fundamentals of Marketing" is fully illustrated with up-to-the-minute examples and case studies, including Amazon, Bling

H20 and Tap'd NY, Petstages, Red Bull and Wal-Mart.

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