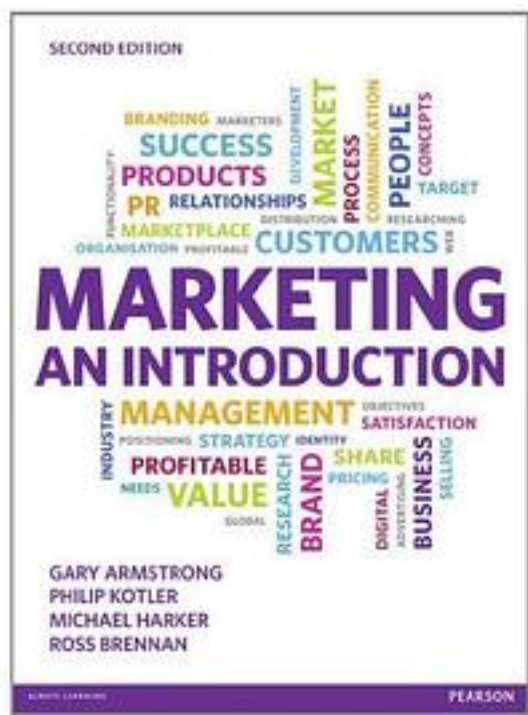


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Perfect for students of all backgrounds and interest levels, Pride and Ferrell's **MARKETING 2010, INTERNATIONAL EDITION**, combines a thorough overview of essential marketing principles with a visually engaging, reader-friendly presentation. This popular, proven text and a full range of supplemental learning resources (including podcasts, videos, and an interactive marketing plan) provide students with the knowledge and decision making skills they'll need to succeed in today's competitive business environment. **MARKETING 2010, INTERNATIONAL EDITION**, includes coverage of current marketing strategies and concepts, as well as extensive real-world examples, including material on globalization, customer relationship

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