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EBOOK: Basic Marketing William Perreault,Joseph Cannon,E. Jerome McCarthy,2013-04-16 Built on a strong foundation Basic Marketing 18e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus The Perreault franchise was the pioneer of the four Ps in the introductory marketing course The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs Consistent with our belief in continuous quality improvement this edition has been critically revised updated and rewritten to reflect new concepts new examples recent best practices and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers

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Financial Aspects of Marketing Ruth A. Schmidt, Helen Wright, 1996-10-23 This is a core text for students studying the financial aspects of marketing for the first time It moves systematically through the subjects covered in the majority of courses reinforcing learning through a number of pedagogical features including Numerous exercises and examples Learning objectives at the beginning of each chapter and summaries at the end Case studies to pull together the areas so far covered The use of spreadsheets is integrated into the text

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