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Marketing Principles And Perspectives Loose Leaf

**John Huston Finley, William
Peterson, Sir Edward Parrott**



Marketing Principles And Perspectives Loose Leaf:

Marketing Principles & Perspectives William O. Bearden, Thomas N. Ingram, Raymond W. LaForge, 1998 Bearden et al take a cutting edge approach to marketing This text continues to be a leader in the coverage of the most recent marketing thought In the first edition our emphasis on integrated marketing communications Part 7 and our separate chapter on direct marketing chapter 21 were the best examples of this competitive advantage In addition for the second edition we have added a focus on customer loyalty and cross functional teams as well as full integration of the Internet Bearden not only talks about what marketing is but prepares the students to be marketers by involving them in interactive exercises which strengthen decision making skills *Readings in Marketing Principles* Ivan Wright, Charles Edward Landon, 1926 **EBOOK:**

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