

Principles of Marketing 2e

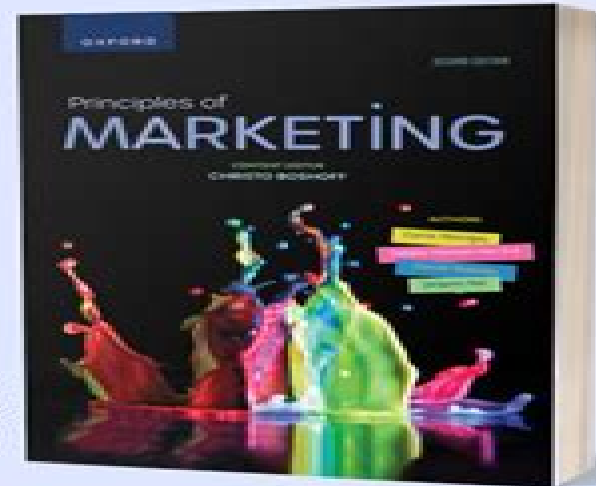
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Principles of Marketing 2e is a streamlined textbook which covers the basic concepts of marketing in a practical manner. Students are encouraged to develop real marketing skills with the aid of useful tools in the textbook and online.

The new edition expands on the South African focus with local examples and case studies. There is also additional information on the South African consumer, ethical practices in marketing, and an emphasis on communicating customer value.

- QR codes link the theoretical aspects to articles and studies to enhance the learning experience.



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Student: Interactive multiple choice question bank

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will consist of questions which will require detailed answers There will be a choice and candidates will be required to answer four questions from this section

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a Meaning of stakeholder types Internal shareholder employee and employer meaning of each and External stakeholders supplier creditor government and society meaning of each differences between internal and external stakeholders

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