

The Marketing Game!

with Student CD-ROM

Charlotte H. Mason, William D. Perreault, Jr.

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Yicheng Fang



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Mason,Perreault,2001-08 The Marketing Game is applicable for all areas of Marketing and all levels because the game is not based on just one simulation Rather it is based on several simulations with one integrated framework The instructor can decide the level of complexity by selecting the number of decision areas a student is forced to consider thus making the game equally applicable for a first year Principles student and a Graduate student The instructor can also set up or adjust the marketing environments in the simulation to meet specific learning or teaching objections and can decide if students will compete in groups against each other or simply against themselves The Marketing Game is based on realistic marketing and realistic marketing relationships and allows for maximum flexibility **Mktg Game] Im/5.25** Charlotte H. Mason,Roger

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