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Marketing an Introduction

Gary Armstrong, Philip Kotler, Michael Harker, Ross Brennan



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Marketing an Introduction Gary Armstrong, Philip Kotler, Michael Harker, Ross Brennan PUTTING YOU IN CONTROL OF YOUR OWN JOURNEY THROUGH MARKETING Marketing introduces the leading marketing thinking on how customer value is the driving force behind every marketing strategy. This classic text has been refreshed and remodelled to create a lively and exciting first edition that is perfect for European students. Marketing answers key questions that face the subject in the 21st century, such as: * Can marketing adapt to the challenges and opportunities presented by Second Life and new online virtual worlds? * How is the marketing of Marks & Spencer being shaped by concerns over sustainability and the environment? * What do companies such as Volkswagen need to do to break into the increasingly important car markets of the Far East? Once on the open road, you will be guided through the core ideas, processes and issues that underpin marketing today. Your learning experience will flow seamlessly between the book and the online environment, which includes multiple-choice quizzes, video clips, podcasts, web activities, interactive games, and much more. LET'S GO YOUR JOURNEY STARTS HERE!

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