



The Fundamentals of Marketing

Edward Russell, Russell Edward

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The basics of marketing, for students in graphic arts, advertising, and media

* How to develop successful marketing communications--for non-business majors

* Readable text plus 200 color images

This readable, authoritative overview is the perfect introduction to the basics of marketing and marketing communications. Designed for students who are not specializing in business--but who want to learn how marketing firms move from product concept to branding to selling--*The Fundamentals of Marketing Communications* is an ideal introduction to the subject. Selling theories, consumer behavior, market research, strategic thinking, and managing the creative process are all clearly explained. Now even non-business majors, especially students in advertising, graphic design, and media, can understand the market forces that drive our economy.

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