

# Ebook Download Principles of Marketing Full Book

Read or Download Now by Click Image below,!

---



## Book details

### Book Synopsis

Learn to think like a marketer using:

- Study Plan. The Study Plan helps ensure that you have a basic understanding of course material before coming to class by guiding you directly to the pages you need to review.
- Mini-Simulations. Move beyond the basics with interactive simulations that place you in a realistic marketing situation and require you to make decisions based on marketing concepts.
- Applied Theories. Get involved with detailed videos, interactive cases, and critical-thinking exercises.
- Critical Thinking. Experience real marketing situations that might not always have a right answer but will have a best answer. This allows for great discussion and debate with your classmates. And More:

- Self-Assessments
- Videos
- Pearson eText
- Flash Cards