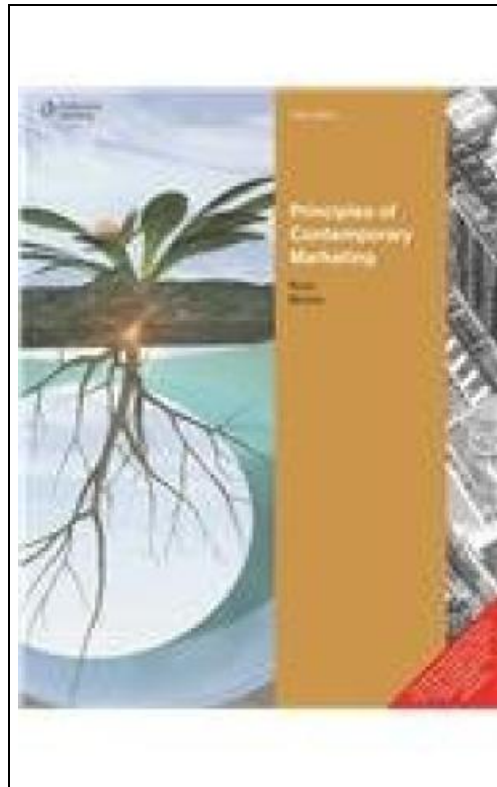


Principles of Contemporary Marketing (Fifteenth Edition)



Filesize: 2.2 MB

Reviews

This is the finest book i have got go through right up until now. I have got read and i also am confident that i am going to planning to read once again yet again in the future. You will not truly feel monotony at at any time of the time (that's what catalogs are for about if you check with me).

(Taylor Medhurst)

PRINCIPLES OF CONTEMPORARY MARKETING (FIFTEENTH EDITION)

[DOWNLOAD](#)

Cengage Learning India, 2013. Softcover. Condition: New. 5th or later edition. Greensburg, Inc. is a series of videos describing the rebuilding of Greensburg, Kansas, as a model green community following a tornado. The videos include case segments with critical-thinking questions designed to provoke classroom discussion and interaction. End-of-chapter video cases focus on the processes, strategies, and procedures of successful real-world companies in order to bring key concepts from the chapter to life for students. Highly effective end-of-chapter self-quizzes called "Assurance of Learning Review" include questions designed to quickly assess students' understanding of key concepts. Each chapter contains a "Career Readiness" (formerly titled "Etiquette Tips for Marketing Professionals") feature addressing important aspects of proper business etiquette, including communication, business dinners, and even the most effective way to build strong customer relationships. The text is supported by a full suite of teaching and learning supplements, including a Test Bank with more than 4,000 questions categorized by chapter objective, difficulty level, question type, and AACSB and Rubin/Dierdorff requirements an updated Instructor's Manual with detailed lecture outlines, collaborative learning exercises, answers to end-of-chapter questions, and a media guide and PowerPoint presentations. A completely revised online student assessment suite of solutions are available to help enhance student understanding of the material and give the instructor the ability to manage classes and assignments, and to track student progress through a variety of platforms. NEW! UPDATE includes extensive coverage of sustainability and green marketing. Throughout the text, opening vignettes, boxed features, cases, and references designated by an eye-catching sustainability icon discuss how the trend toward sustainability has affected the world of marketing. NEW! There is a greater emphasis on social and new media with examples throughout the text to discuss and analyze the impact of social and new media in marketing. NEW! All new Opening Vignettes and...

[Read Principles of Contemporary Marketing \(Fifteenth Edition\) Online](#)[Download PDF Principles of Contemporary Marketing \(Fifteenth Edition\)](#)

See Also



Linux Administration: A Beginner`s Guide (Sixth Edition)

McGraw Hill Education, 2012. Softcover. Condition: New. 5th or later edition. Essential Linux Management Skills Made Easy Effectively deploy and maintain Linux and other Free and Open Source Software (FOSS) on your servers or entire...

[Read Book](#)

»



Modern Marketing: Principles and Practices

S. Chand & Company Ltd, 2016. Softcover. Condition: New. 5th or later edition. 1. The revised and updated edition of the book Modern Marketing caters to the needs of students of marketing to meet the...

[Read Book](#)

»



The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company (Hardback)

K & S Ranch, United States, 2012. Hardback. Condition: New. Language: English. Brand new Book. Now a decade after the Four Steps to the Epiphany sparked the Lean Startup revolution, comes its sequel The Startup...

[Read Book](#)

»



Unlock: Unlock Level 4 Listening, Speaking & Critical Thinking Student's Book, Mob App and Online Workbook w/ Downloadable Audio and Video (Mixed media product)

CAMBRIDGE UNIVERSITY PRESS, United Kingdom, 2019. Mixed media product. Condition: New. 2nd Revised edition. Language: English. Brand new Book. Get your students thinking critically. A six-level skills-based English course. Unlock Listening, Speaking & Critical Thinking...

[Read Book](#)

»



Pocket Guide to APA Style

Wadsworth Publishing Cengage Learning EMEA Sep 2016, 2016. Taschenbuch. Condition: Neu. Neuware - The POCKET GUIDE TO APA STYLE, 5E is an essential tool for writing research papers across the disciplines. Concise and thorough, the...

[Read Book](#)

»