

Principles of Contemporary Marketing (International ed of 16th revised ed)

By Louis E. Boone, David Kurtz

Cengage Learning, Inc. Paperback. Book Condition: new. BRAND NEW, Principles of Contemporary Marketing (International ed of 16th revised ed), Louis E. Boone, David Kurtz, Contemporary Marketing 16e, International Edition has proven to be the premier teaching and learning solution for principles of marketing courses. This best seller only grows stronger with each groundbreaking new edition, building on past milestones with exciting new innovations. The all-new Sixteenth Edition continues the Boone and Kurtz tradition of delivering the most technologically advanced, student-friendly, instructor-supported text available. Current, relevant, and cutting-edge, Contemporary Marketing 16e, International Edition remains in a class by itself.





Reviews

An exceptional publication as well as the font employed was exciting to see. it was actually writtern extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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This ebook could be worthy of a read through, and far better than other. I am quite late in start reading this one, but better then never. I realized this publication from my dad and i advised this publication to learn.

-- Stefan Von