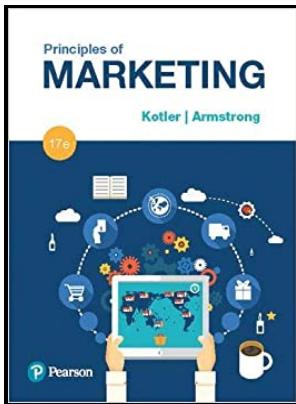


Principles of marketing

College Division, South-Western Pub. Co. - BUS203: Principles of Marketing



Description: -

- Marketing -- Management.
- Marketing Principles of marketing
- Principles of marketing

Notes: Includes bibliographical references and indexes.
This edition was published in 1992



Filesize: 18.96 MB

Tags: #Armstrong #& #Armstrong, #Principles #of #Marketing

BUS203: Principles of Marketing

. Graphs, charts, pictures are clear and easy to see and follow. Terminology is defined to aid understanding.

BUS203: Principles of Marketing

How smooth is the business process from start to finish, from when they first discover your brand to when they receive their product or service? Content Accuracy rating: 4 This text seems to target the North American audience, and readers from elsewhere might not readily relate to the examples provided. Consistency rating: 5 The structure of the text is consistent and the book gives example-based explanations of the main concepts. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

BUS203: Principles of Marketing

Revising these examples and other pertinent information in the text would not be an impossible task.

Armstrong & Armstrong, Principles of Marketing

The majority of the text is up-to-date and relevant. In my opinion, Chapter 11 should include a.

BUS203: Principles of Marketing

Finally, in this unit, we will examine issues in pricing, including the costs of delivering a product, customer and societal perspectives, the impacts of competition, and ultimately the revenues a company may generate.

Related Books

- [Assemblée du clergé de France de 1682.](#)
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