

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



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BUS203: Principles of Marketing

The chapter on professional selling could be removed or covered within chapter one as a portion of the explanation on the aspects of marketing.

BUS203: Principles of Marketing

Modularity rating: 4 The text is organized effectively in most ways, but I have a recommendation. This process is known as the supply chain.
Grammatical Errors rating: 4 There may be a small room for improvement in terms of grammar.

A Beginner's Guide to the 4 Principles of Marketing

Examples used are apparently out of date, e. Cultural Relevance rating: 2 I did not note any direct effort to be inclusive in the examples provided.

Principles of Marketing

Interface rating: 3 The way the pages are presented with extra lines on many pages, with figure titles on different pages than the actual figure, or with figure numbers on a different page than the figure itself. Also would serve as a great refresher text for upper-level marketing courses.

Related Books

- [John Sawyer, the emmigrant of Dyer County, Tenn. - genealogical history of John Sawyer and families](#)
- [Drug addiction and polydrug abuse - the role of the general practitioner](#)
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