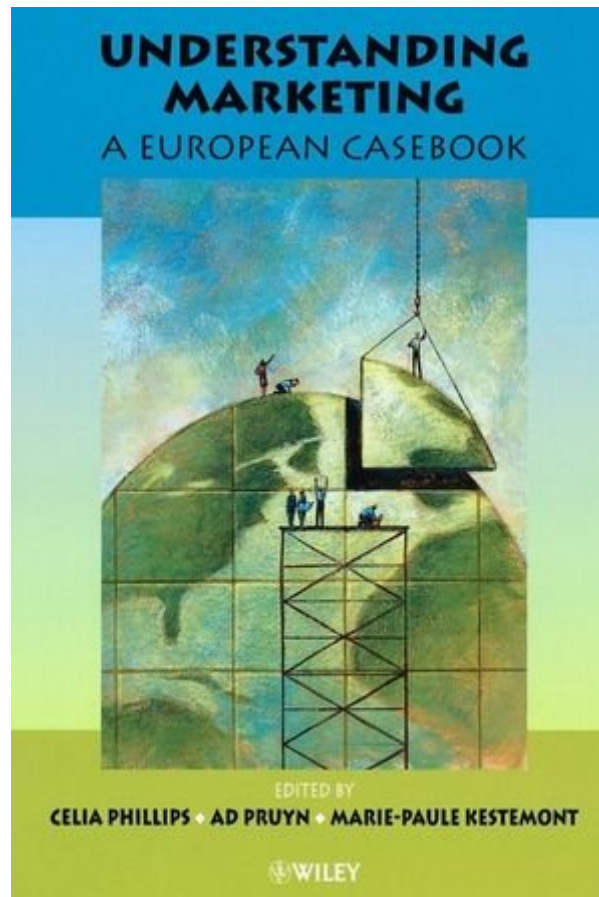


# Understanding Marketing: A European Casebook PDF



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Understanding Marketing: A European Casebook by Celia Phillips, Ad Pruyn, Marie-Paule Kestemont ISBN 047186093X

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\* Includes 20 cases written by lecturers from universities in 14 different European countries belonging to the CEMS network

\* The cases cover a wide range of products: brewing, soft drinks, mobile telephones, banking, textiles, skin products and office furniture being only a selection of the products included

\* The cases are of ideal length for a two-hour seminar or lecture discussion

\* Small and not-for-profit organizations are discussed as well as multinational organizations

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