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# CONTEMPORARY MARKETING, UPDATE 2015



Cengage Learning, Inc, United States, 2013. Loose-leaf. Book Condition: New. 16th. 274 x 224 mm. Language: English . Brand New Book. CONTEMPORARY MARKETING, Update 2015, includes everything you need to begin a successful marketing career, as well as information and insights to help understand your own studies and professional endeavors as an ongoing marketing adventure. This groundbreaking bestseller includes all components of the marketing mix, along with a wide variety of uniquely compelling and thought-provoking ideas and concepts. CONTEMPORARY MARKETING...

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- Authored by Louis E Boone, David L Kurtz, BOONE KURTZ
- Released at 2013



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