



Marketing, International Edition (Paperback)

By O. C. Ferrell, G. Tomas M. Hult, William M. Pride

Cengage Learning, Inc, United States, 2013. Paperback. Condition: New. 17th edition. Language: English . Brand New Book. Perfect for students of all backgrounds and interest levels, Pride and Ferrell s MARKETING 2014, International Edition combines a thorough overview of essential marketing principles with a visually engaging, reader-friendly presentation. This popular, proven text and a full range of supplemental learning resources (including eLectures, videos, and an interactive marketing plan) provide students with the knowledge and decision-making skills they ll need to succeed in today s competitive business environment. MARKETING 2014, International Edition includes the most current coverage of marketing strategies and concepts with extensive real-world examples including material on social networking and digital marketing. This edition has a new chapter on digital media and social networking that incorporates the latest research and trends in the ever-changing environment of e-marketing. You will find important topics drawn from the rapidly changing world of modern business including social and environmental responsibility, sustainability, globalization, entrepreneurship, and marketing through transitional times.



READ ONLINE
[5.23 MB]

Reviews

It is fantastic and great. It is written in easy words and phrases instead of confusing. I am just delighted to explain how this is actually the best book I have got read through during my individual life and might be the finest publication for ever.

-- Prof. Murl Shanahan DDS

The best pdf I at any time read. It is one of the most remarkable ebooks we have read through. You won't really feel monotony at anytime of your own time (that's what catalogs are for concerning should you check with me).

-- Reggie Streich

Other Kindle Books



RCadvisor s Modify: Design and Build From Scratch Your Own Modern Flying Model Airplane In One Day for Just
Rcadvisor.com, United States, 2009. Paperback. Book Condition: New. 238 x 166 mm. Language: English . Brand New Book ***** Print on Demand *****.Experience firsthand the joys of building and flying your very own model airplane design. Put into practice the lessons from...



I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book
Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy reading identities, that foster an attraction to...



Shlomo Aronson: Making Peace with the Land, Designing Israel's Landscape
Spacemaker Press. Hardcover. Book Condition: New. 1888931167 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



Kingfisher Readers: Dinosaur World (Level 3: Reading Alone with Some Help) (Unabridged)
Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, Kingfisher Readers: Dinosaur World (Level 3: Reading Alone with Some Help) (Unabridged), Claire Llewellyn, For the first time, Kingfisher brings its expertise in beautifully-designed, trusted non-fiction to the sphere of learning to read. This...



Twitter Marketing Workbook: How to Market Your Business on Twitter
Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



On the Go with Baby A Stress Free Guide to Getting Across Town or Around the World by Ericka Lutz 2002 Paperback
Book Condition: Brand New. Book Condition: Brand New.