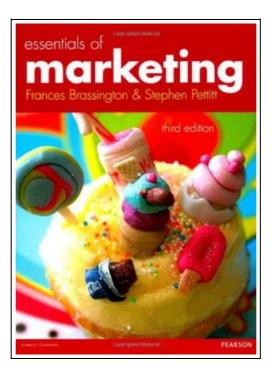
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A very amazing publication with perfect and lucid information. We have read through and that i am certain that i will planning to study once more yet again in the future. You will not really feel monotony at anytime of the time (that's what catalogues are for about should you question me).

(Matilda Hoeger V)

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Pearson Education Limited, United Kingdom, 2013. Mixed media product. Book Condition: New. 3rd Revised edition. 264 x 194 mm. Language: English . Brand New Book. This package contains Brassington, Essentials Of Marketing 3e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. The eagerly awaited third edition of Brassington and Petitt s innovative and creative Essentials of Marketing is a concise, no-nonsense book, designed to contain all the essential information that students need to understand when taking a short introductory course. Like Principles of Marketing, this essentials text brings together theory and practice. It covers a wide range of applications, industries and markets, exploring the way marketers must respond to those situations that demand an innovative response MyLab and Mastering from Pearson improve results for students and educators. Used by over ten million students, they effectively engage learners at every stage. MyMarketingLab is a personalised online study and assessment system, which tailors to the unique learning needs of each student. Offering unlimited opportunities for practice and providing relevant and timely feedback, it helps students master key concepts, experience more I Get It moments and ultimately achieve better results. For students \* Interactive Mini-Simulations and quizzes place students in a realistic marketing situation, challenging them to make decisions based on marketing concepts and see the impact of the decisions they chose. \* Self-Study Tools - Multiple learning aids, such as videos, flashcards, and audio study guides can provide your students with the practice they need to master the material. \* Self-Assessment - MyMarketingLab offers robust self-assessment tests to determine...

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