

Contemporary Marketing 2015



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Reviews

Here is the finest publication we have read right up until now. It is actually written in easy words instead of difficult to understand. It has been written in a remarkably easy way in fact it is only right after I finished reading this book in which basically changed me, modified the way I really believe.

(Prof. Vanessa Smitham V)

CONTEMPORARY MARKETING 2015



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Cengage Learning, Inc, United States, 2014. Paperback. Book Condition: New. 16th Update ed.. 274 x 229 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 Update 2015 continues to offer a trusted, thorough guide to fundamental marketing principles, now extensively updated with the newest trends and research in this dynamic discipline. Current, relevant, and cutting-edge, CONTEMPORARY MARKETING remains in a class by itself.

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