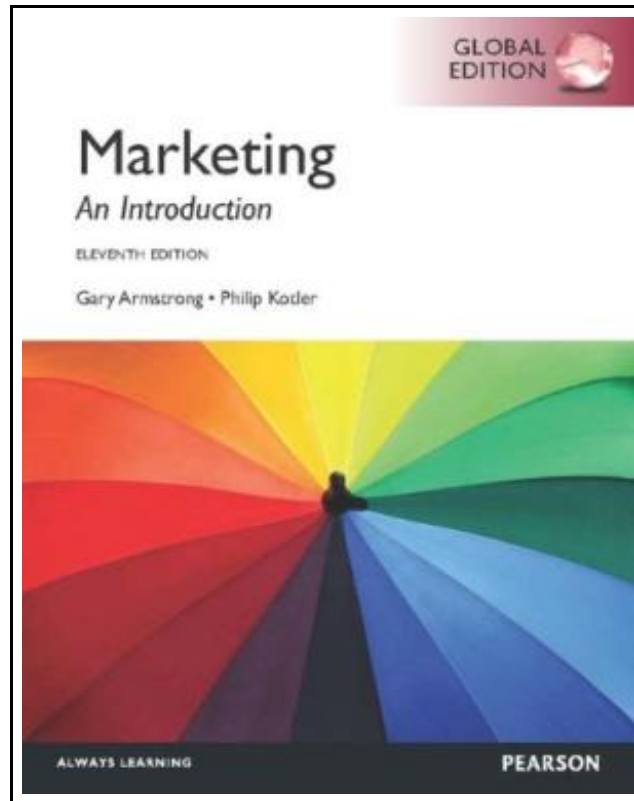


## Marketing: an Introduction, Plus MyMarketingLab with Pearson Etext (Mixed media product)



Filesize: 3.56 MB

### ***Reviews***

*Good electronic book and useful one. It usually does not expense a lot of. It is extremely difficult to leave it before concluding, once you begin to read the book.*

***(Annette Boyle)***

## MARKETING: AN INTRODUCTION, PLUS MYMARKETINGLAB WITH PEARSON ETEXT (MIXED MEDIA PRODUCT)

[DOWNLOAD](#)

Pearson Education Limited, United Kingdom, 2012. Mixed media product. Book Condition: New. Global ed of 11th revised ed. 276 x 216 mm. Language: English . Brand New Book. This package includes a physical copy of Marketing: An Introduction, 11/e by Gary Armstrong and Philip Kotler, as well as access to the eText. For undergraduate Principles of Marketing courses. This best-selling, brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value-creating it and capturing it-drives every effective marketing strategy. The eleventh edition reflects the latest trends in marketing, including new coverage on the shifting consumer/marketing relationship, marketing in an uncertain economy, and the latest technologies.



[Read Marketing: an Introduction, Plus MyMarketingLab with Pearson Etext \(Mixed media product\) Online](#)



[Download PDF Marketing: an Introduction, Plus MyMarketingLab with Pearson Etext \(Mixed media product\)](#)

## You May Also Like



### **Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)**

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...

[Save Book »](#)



### **Skills for Preschool Teachers, Enhanced Pearson eText - Access Card**

Pearson Education (US), United States, 2016. Online resource. Book Condition: New. 10th edition. 279 x 216 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing...

[Save Book »](#)



### **Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)**

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

[Save Book »](#)



### **Violin Concerto, Op.82: Study Score (Paperback)**

Petrucci Library Press, United States, 2014. Paperback. Book Condition: New. Urtext ed.. 274 x 213 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Premiered by the renowned violinist Leopold Auer in St....

[Save Book »](#)



### **EU Law Directions (Paperback)**

Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 4th ed.. 242 x 188 mm. Language: English . Brand New Book. With a readable and modern writing style, EU Law Directions clearly explains the...

[Save Book »](#)