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Ferrell, 2010 To maximise this publication's core strengths the authors have included revised concepts features and examples throughout to maintain timely coverage of current marketing trends and strategies [Study Guide](#) Pride, William M. Pride, 2003-02 **Mindtap Marketing, 1 Term 6 Months Access Card for Pride/Ferrell's Foundations of Marketing + Music2go Marketing Simulation, 1 Term 6 Months Access Card**, *Marketing 2018* William M. Pride, O. C. Ferrell, 2018-08-21 **Marketing Foundations** G. Tomas M. Hult, O. C. Ferrell, William M. Pride, 2012 Popular with readers from all backgrounds and interest levels MARKETING FOUNDATIONS 5E International Edition introduces you to the

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Management of Marketing Paul Reynolds,Geoff Lancaster,2005-06-02 The text provides information on the core elements of the subject of marketing without the depth that often surrounds these to ensure that the basic concepts are easily identifiable and accessible Students on MBA courses often do not have time to read a long text as they are studying many subjects therefore they require a good basic guide pitched at the appropriate level to be able to be absorbed quickly but still provide enough of a strategic element to stretch them Written by a successful author team Management of Marketing covers the key topics of the marketing component of an MBA course and provides a good balance of theory and application to ensure both aspects of the core concepts are covered Books In Print 2004-2005 Ed Bowker Staff,Staff Bowker, Ed,2004

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