



Essentials of Marketing (Paperback)

By Paul Baines, Chris Fill, Kelly Page

Oxford University Press, United Kingdom, 2013. Paperback. Book Condition: New. 244 x 188 mm. Language: English . Brand New Book. Are you motivated by learning from marketers at top organizations like Apple and IKEA? Are you excited by the prolific growth in social media and its implications for marketing? Do you need a fresh and concise introduction to marketing? Then look no further, as Essentials of Marketing has arrived! Packed full of exciting and stimulating cases from organizations such as Twitter, Foursquare, and WOMAD, this text, written by these best-selling authors, encourages you to consider how you would tackle the real marketing challenges and issues encountered by professionals on a daily basis. Fundamental marketing concepts are presented clearly, and illustrated by a wealth of European and international examples. In addition, links to classic and contemporary research papers introduce you to influential academic contributions to marketing. Essentials of Marketing is the must-have textbook for students looking to shine and excel in their marketing studies and future careers. Lecturers and students are provided with truly innovative online resources which are carefully integrated with the textbook. For lecturers: * Exclusive video interviews of marketers from well-known organizations including 3M and Innocent * A fantastic...



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