

MM



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Reviews

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(Guy Ruecker)*

MM

South Western/Cengage Learning India, 2011. Softcover. Book Condition: New. First edition. 4LTR Series, a Cengage Learning product, is a widely acclaimed concept of learning with a simple approach?creating an innovative teaching and learning solution built around today`s learners and teachers. The idea behind bringing out this series of books is to introduce students and teachers in South Asia to an innovative concept in management studies. Since the launch, 4LTR Series has helped more than 1,000,000 college students at over 1,500 schools succeed worldwide. MM, a 4LTR Series product, takes into account and integrates the inputs from discipline-specific focus groups, conversations, and surveys and presents the content in a visually engaging page layout, keeping intact the high-quality content instructors need. It focuses on the essential concepts and tools necessary to answer important Marketing Management questions. The book aims at enjoyable reading and easy attention using comprehensive pedagogical features. Tables of Contents:- What Is Marketing? 2. Marketing Segmentation 3. Targeting 4. Positioning 5. Products?Goods and Services 6. Brands 7. New Products 8. Pricing 9. Channels of Distribution and Business Marketing Networks and Logistics 10. Integrated Marketing Communications: The Advertising Message 11. Advertising Media and Integrated Marketing Communications 12. Customer Evaluations 13. Marketing Research Tools 14. Marketing Strategy 15. Marketing Plans * Case Studies References Printed Pages: 300.

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Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

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