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Essentials of Marketing with MyMarketingLab (Mixed media product)

By Dr. Frances Brassington, Dr. Stephen Pettitt

Pearson Education Limited, United Kingdom, 2013. Mixed media product. Book Condition: New. 3rd Revised edition. 264 x 194 mm. Language: English . Brand New Book. This package contains Brassington, Essentials Of Marketing 3e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. The eagerly awaited third edition of Brassington and Pettitt s innovative and creative Essentials of Marketing is a concise, no-nonsense book, designed to contain all the essential information that students need to understand when taking a short introductory course. Like Principles of Marketing, this essentials text brings together theory and practice. It covers a wide range of applications, industries and markets, exploring the way marketers must respond to those situations that demand an innovative response MyLab and Mastering from Pearson improve results for students and educators. Used by over ten million students, they effectively engage learners at every stage. MyMarketingLab is a personalised online study and assessment system, which tailors to the unique learning needs of each student. Offering unlimited opportunities..



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