



Marketing Foundations, International Edition

By PRIDE/FERRELL

South Western College. Book Condition: New. Offers an approach to basic marketing concepts and strategies, providing instructors with the flexibility to integrate supplemental resources or activities into their courses. This title highlights topics in sustainable marketing, marketing entrepreneurship, and marketing in transitional times, incorporating research and examples throughout. Num Pages: 560 pages, Illustrations. BIC Classification: KJS. Category: (U) Tertiary Education (US: College). Dimension: 274 x 218 x 20. Weight in Grams: 1110. . 2010. 4th Revised edition. Paperback. . . . Books ship from the US and Ireland.



READ ONLINE
[7.12 MB]

Reviews

This composed pdf is excellent. We have go through and that i am certain that i am going to likely to read again once more down the road. I am just happy to explain how this is basically the very best publication i have go through within my own daily life and can be he best publication for actually.

-- **Anika Kertzmann**

It in just one of the best publication. This can be for anyone who statte that there was not a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Tara Jerde**