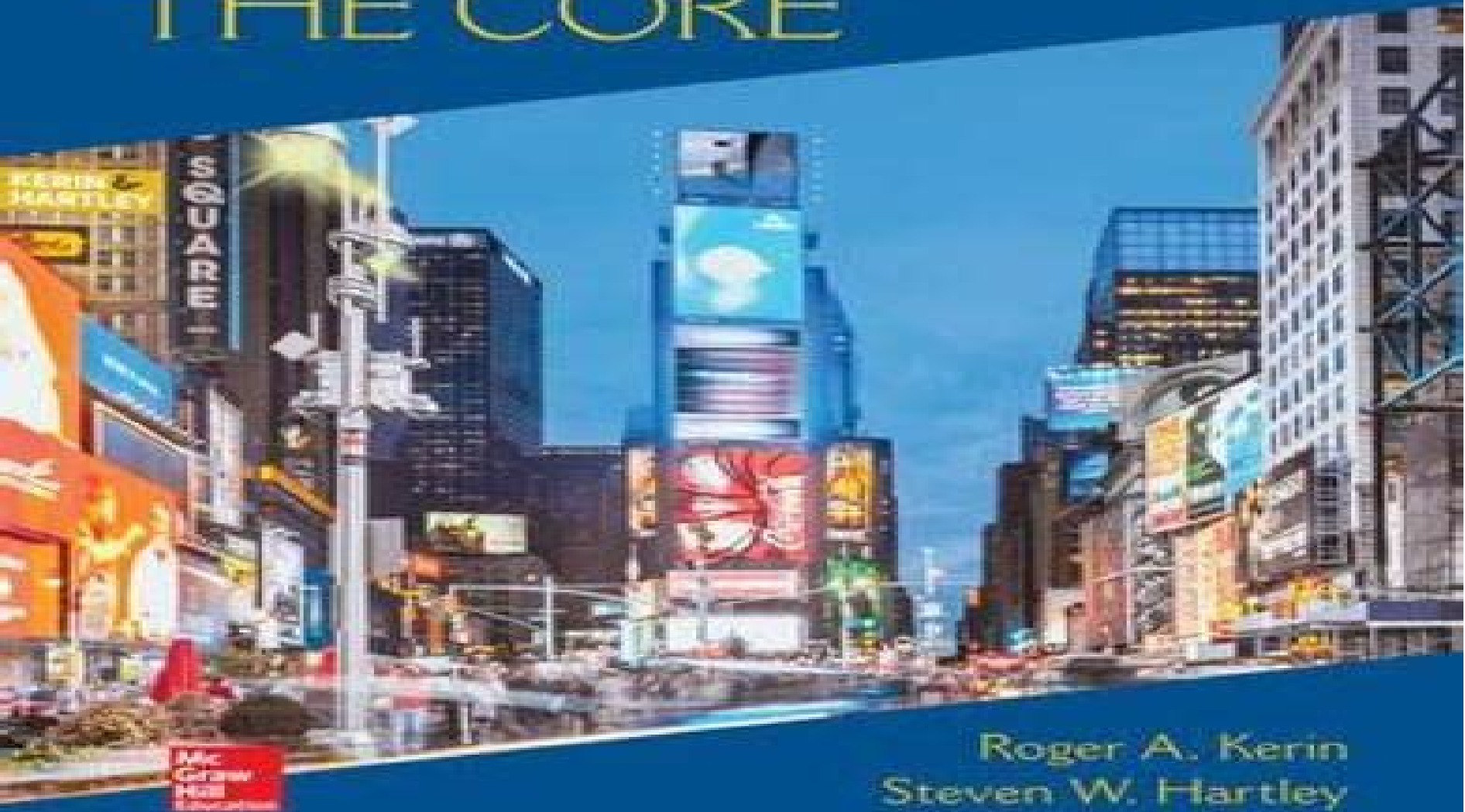


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comprehensive dive into marketing theories and practices as they specifically relate to apparel home goods and other design driven products The second edition includes a brand new Appendix on careers with sample resumes updated industry spotlights all new case studies discussions around social media and digital platforms technology sustainability ethics and social issues climate change and more Marketing: the Core William Rudelius, Arsenio Bonifacio, Roger A. Kerin, Carol Bureau, Steven W. Hartley, 2018-01-31 Kerin Marketing The Core provides students and instructors with a fresh and exciting introduction to marketing The Fifth Canadian Edition builds on the strengths of the previous editions adding new elements that make the material even more interactive engaging and relevant Marketing The Core is designed so that students learn and enjoy learning about marketing It is current It is real It reflects marketing in Canada *Marketing* Kerin/ Mcdonnell, 2007 Winner Best Tertiary Adaptation Single Title Australian Awards for Excellence in Educational Publishing 2008 The judges particularly praised the book as follows this title has an innovative presentation contemporary and relevant examples and maintains ethical standards throughout The accessible writing style and features such as key cards at the end of the book make it a user friendly tool The highly successful Kerin Marketing The Core was first published in the US in 2003 This regional adaptation provides a concise approach to the dynamic and challenging field of marketing and demonstrates the knowledge and experience of the text authors Kerin Marketing The Core is written to cater for students studying marketing today using language and examples they are familiar with Described by a reviewer as a breath of fresh air Kerin allows lecturers to have a conversation with their students about marketing Kerin Marketing The Core takes an active learning approach and combines many real world examples theory cases exercises and artwork This together with great writing makes it a text that will keep students engaged Key Features Engaging writing style that has been specifically written with an essentials of marketing course in mind Practical and effective students understand how to create an effective marketing plan Rich array of cases examples photos and advertisements that cover the Australian New Zealand and Asian environment Strong student support materials that includes MaxMark an online study guide and Core Cards perforated cards that provide students with portable revision Full sized instructor supplements support package that includes locally produced videos presentation slides and instructor manual These resources amongst others for both lecturers and students can be found on the Online Learning Centre *Marketing* Roger A. Kerin, Steven W. Hartley, William Rudelius, 2007 MARKETING THE CORE 2 e by Kerin Berkowitz Hartley and Rudelius continues the tradition of cutting edge content and student friendliness set by Marketing 8 e but in a shorter more accessible package The Core distills Marketing's 22 chapters down to 18 leaving instructors just the content they need to cover the essentials of marketing in a single semester Instructors using The Core also benefit from a full sized supplements package that surpasses anything offered by the competition while students will appreciate the easy to read paperback format that is equally kind to both the eyes and the pocketbook The Core is more than just a baby Kerin it combines great writing currency and supplements into the ideal package for budget conscious students

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world **Advertising and Promotion** George Edward Belch,2004 **Marketing : The Core, 5th Ed** Roger A. Kerin
(Steven W. Hartley & William Rudelius),2013 **Consumers** Eric J. Arnould,Linda Price,George Martin Zinkhan,2004
Consumers 2e presents a global behavioural eclectic and multi disciplinary coverage of consumer behaviour Reviewers
praised Consumers as the most current text in the field in the areas of technology research and illustrative examples
Annual Editions: Marketing John E. Richardson,2005 Provides access to articles selected from the best of the public press
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topic guide a general introduction brief overviews for each section a topical index and an instructor s resource guide with
testing materials MARKETING ROGER. KERIN,2019 **Academic Business Library, a Core Collection** M.
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