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Principles And Practice Of Marketing

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This edition has been rigorously updated by Professor David Jobber and new co-author Fiona Ellis-Chadwick to offer a contemporary perspective on marketing, with the latest digital developments and ethical accountability emphasized throughout. Trusted by both students and lecturers this authoritative text is brought to life through engaging examples and interactive resources.

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The fully updated eighth edition of Principles and Practice of Marketing continues to provide a contemporary and modern introduction to marketing. With a renewed focus that covers the importance of customer value alongside the 4Ps, this authoritative text provides students with a core understanding of the wider context and latest developments taking place within marketing.

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Principles and Practice of Marketing | SAGE Companion

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Principles & Practice of Marketing. The intention of this book is to explain the received wisdom about marketing, and provide the counter-arguments which moderate the debate. It examines what marketing does, and seeks to strike a balance between academic thinking and practical experience. It is meant for students new to marketing and to business.

Principles & Practice of Marketing - Jim Blythe - Google Books

Jim Blythe's Principles and Practice of Marketing will ease you into the complexities of Marketing to help you achieve success in your studies and get the best grade. It provides plenty of engaging real-life examples, including brands you know such as Netflix and PayPal - marketing is not just about products, but services too.

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