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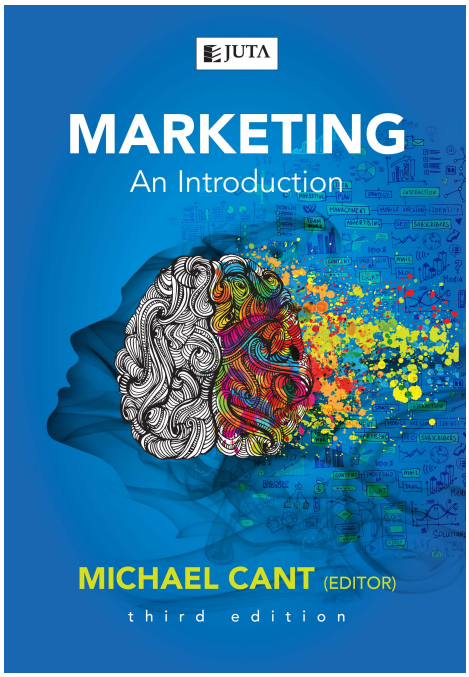
Marketing: An Introduction



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About this Publication:

Marketing: An introduction builds on the huge popularity of the first two editions - both of which have been widely accepted and adopted in the business and academic community. This addition is once again written In a way that is easy to understand by students and focuses on the latest trends in marketing.
The book has been written with the aim of providing students and practitioners with a thorough understanding of marketing, as well as how the theory is applied in a practical sense. Once again it is made clear that for a business to survive the various functions should work closely together in order to meet the demands of the market and that all are working together towards the overall profitability of the organization.

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