

Essentials of Marketing

By Frances Brassington, Stephen Pettitt



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Like Brassington's *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. Written in a lively style with great design, *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 in Marketing.

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• Rank: #737677 in eBooks • Published on: 2013-01-22 • Released on: 2013-01-22 • Format: Kindle eBook



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