

Marketing: An introductory text



This established introductory text gives a general overview of marketing, showing how it relates to other disciplines and management functions. It is clear, concise and readable, and gives a good foundation in the subject. The fifth edition of Marketing is a direct response to substantial changes that have occurred in marketing thinking and practice since the fourth edition was published. All the basic material has been revised and updated. There are new chapters on the marketing of services and the impact of information technology. It includes a new section in each chapter on learning goals and has a fresh text design. The text covers the syllabus for introductory undergraduate and postgraduate courses, and also BTEC, Institute of Marketing, and some professional post-experience courses.

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