



Contemporary Marketing 2015 (Paperback)

By Louis E. Boone, David Kurtz

Cengage Learning, Inc, United States, 2014. Paperback. Book Condition: New. 16th Update ed.. 274 x 229 mm. Language: English . Brand New Book. CONTEMPORARY MARKETING, Update 2015, includes everything you need to begin a successful marketing career, as well as information and insights to help understand your own studies and professional endeavors as an ongoing marketing adventure. This groundbreaking bestseller includes all components of the marketing mix, along with a wide variety of uniquely compelling and thought-provoking ideas and concepts. CONTEMPORARY MARKETING Update 2015 continues to offer a trusted, thorough guide to fundamental marketing principles, now extensively updated with the newest trends and research in this dynamic discipline. Current, relevant, and cutting-edge, CONTEMPORARY MARKETING remains in a class by itself.



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