



Marketing: Principles and Perspectives, 4/e (Paperback) (McGraw-Hill/Irwin Series in Marketing)

William Bearden, Thomas Ingram, Raymond LaForge, William Bearden, Thomas Ingram, Raymond LaForge

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Marketing: Principles and Perspectives, 4e is a cutting edge text. In the first edition, we demonstrated this leading coverage with our strong integration of Integrated Marketing Communication and Direct Marketing. In the second edition we continued our modern coverage by integrating cross-functional teams, customer loyalty, and the Internet / technology. The third edition includes an Internet Marketing chapter and continues to fully integrate the Internet throughout. The authors not only talk about what marketing is, but prepare the students to be marketers by involving them in interactive exercises which strengthen decision making skills. Marketing, 4e offers the latest coverage, quality professor supplements, and an interactive student web tool and still it is approximately \$20 less than most principles of marketing competitors. The perspectives approach is present in the fourth edition, however, the over-riding theme concentrates on building customer equity.

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