



Marketing: Student Text (14th Revised edition)

By William M. Pride, O. C. Ferrell

Cengage Learning, Inc. Hardback. Book Condition: new. BRAND NEW, Marketing: Student Text (14th Revised edition), William M. Pride, O. C. Ferrell, Engaging and motivating students with diverse backgrounds and varied interests in marketing requires stimulating and effective teaching materials--and Pride/Ferrell continues to be the resource of choice for instructors. Combining contemporary coverage of marketing strategies and concepts with real-world examples, Marketing's text and its outstanding suite of supplements supplies students with the knowledge and decision-making skills needed to succeed in today's competitive business environment. Using topical issues including globalization, customer relationship management, supply chain management, and the latest e-commerce models, the authors connect marketing to students' personal lives. The latest edition features current data and examples, new advertisements and photos, and a new design that lends a contemporary look and feel to the text. A range of electronic tools--from premium online study content to the GoVenture entrepreneur simulation--support students as they work toward mastery of marketing principles and applications.

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