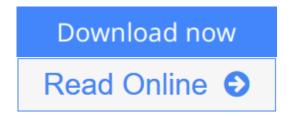


Marketing: An Introduction

By Rosalind Masterson, David Pickton



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"Marketing: An Introduction" offers the first year undergraduate student all the preliminary information needed for an Introductory Marketing module. With strong pedagogic content to support and enhance learning and a European outlook, "Marketing: An Introduction" is an attractive alternative to traditional comprehensive texts. Its student friendly approach provides clear and accessible introductions to marketing ideas, whilst challenging the reader to apply these concepts as they work through the textbook. The numerous Insights, Activities, Focus Boxes, Cases and Questions help to bring marketing to life as a contemporary and engaging topic.

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