

Principles Of Marketing Brassington 4th Edition

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this textbook presents an introduction to marketing it explains all the fundamental concepts and theories of marketing and demonstrates their application through a wealth of examples case studies and vignettes

this textbook is a useful companion for the cim professional marketing qualification now in full colour and a new student friendly format key information is easy to locate on each page each chapter is packed full of case studies study tips and activities to test your learning and understanding as you go along

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