

## Key Concepts in Marketing (Paperback)

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## Reviews

This type of book is almost everything and helped me hunting forward and more. I was able to comprehended almost everything using this published e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Edwardo Ziemann)

## **KEY CONCEPTS IN MARKETING (PAPERBACK)**



Sage Publications Ltd, United Kingdom, 2009. Paperback. Condition: New. Language: English . Brand New Book. Electronic Inspection Copy available for instructors here `If you want a clear, well written and authoritative introduction to the ideas and concepts that underpin the marketing discipline, this is the book for you - Emeritus Professor Michael J Baker `Each section draws the reader in to the story - the what and why of marketing, and also deals well with how. While it is educational and informing it is also a jolly good read - Heather Skinner, Principal Lecturer, Glamorgan Business School The perfect quick reference text for your marketing course, Key Concepts in Marketing introduces and examines the key issues, methods, models and debates that define the field of marketing today. Over 50 essential concepts are covered, including the marketing mix, branding, consumerism, marketing communication and corporate image. Each entries features: - Useful definition box - Summary of the concept - A broader discussion - Examples and illustrations - Key literature references This extremely readable and accessible format provides the reader a wealth of information at their fingertips, and provides a valuable reference to any student of marketing. The SAGE Key Concepts series provides students with accessible and authoritative knowledge of the essential topics in a variety of disciplines. Cross-referenced throughout, the format encourages critical evaluation through understanding. Written by experienced and respected academics, the books are indispensable study aids and guides to comprehension.

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