



Roger A Kerin

SJ Ball



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- Personalised Marketing A vivid and accurate description of businesses marketing professionals and entrepreneurs through cases exercises and testimonials that allows students to personalise marketing and identify possible career interests
- Marketing Decision Making The use of extended examples cases and videos involving people making marketing decisions
- Integrated Technology The use of powerful technical resources and learning solutions
- Traditional and Contemporary Coverage Comprehensive and integrated coverage of traditional and contemporary concepts
- Rigorous Framework A pedagogy based on the use of Learning Objectives Learning Reviews Learning Objectives Reviews and supportive student supplements

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