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MARKETING THE CORE



Roger A. Kerin Steven W. Hartley

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new instructional technologies **Marketing** Roger A. Kerin, Steven W. Hartley, William Rudelius, 2003-07 Helps instructors to cover the essentials of marketing in a single semester quarter This work offers a supplements package It aims at budget conscious students and time conscious professors *Outlines and Highlights for Marketing* Cram101 Textbook Reviews, 2009-10 Never HIGHLIGHT a Book Again Virtually all testable terms concepts persons places and events are included Cram101 Textbook Outlines gives all of the outlines highlights notes for your textbook with optional online practice tests Only Cram101 Outlines are Textbook Specific Cram101 is NOT the Textbook Accompanys 9780073215747 9780072999891 Loose Leaf Marketing: The Core with Connect Access Card Roger Kerin, Steven Hartley, 2014-11-17

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Rudelius, Erin Steffes, Steven Hartley, 2012-10-22 Marketing The Core 5e by Kerin Hartley and Rudelius continues a tradition of leading the market with contemporary cutting edge content presented in a conversational student oriented style supported by the most comprehensive innovative and useful supplement package available This text and package is designed to meet the needs of a wide spectrum of faculty from the professor who just wants a good textbook and a few key supplements to the professor who wants a top notch fully integrated multimedia program Marketing The Core utilises a unique innovative and effective pedagogical approach developed by the authors through the integration of their combined classroom college and university experiences. The elements of this approach have been the foundation for each edition of Marketing The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles the growth of the marketing discipline and the development of new instructional technologies. The distinctive features of the approach are illustrated below High Engagement Style Easy to read interactive writing style that engages students through active learning techniques 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 Marketing: The Core Roger Kerin, Steven Hartley, William Rudelius, 2008-11-06 MARKETING THE CORE 3 e by Kerin Hartley and Rudelius continues the tradition of cutting edge content and student friendliness set by Marketing 9 e but in a shorter more accessible package The Core distills Marketing s 21 chapters down to 18 leaving instructors just the content they need to cover the essentials of marketing in a single semester Instructors using The Core also benefit from a full sized supplements package that surpasses anything offered by the competition while students will appreciate the easy to read paperback format that s equally kind to both the eyes and the pocketbook The Core is more than just a baby Kerin it combines great writing currency and supplements into the ideal package for budget conscious students and time conscious professors Marketing w/ PowerWeb Roger Kerin, Steven Hartley, Eric Berkowitz, William Rudelius, 2005-03-28 Marketing 8e by Kerin Hartley Berkowitz and Rudelius continues a tradition of leading the market with contemporary cutting edge content presented in a conversational student oriented style supported by the most comprehensive innovative and useful supplement package available This text and package is designed to meet the needs of a wide spectrum of faculty from the professor who just wants a good textbook and a few key supplements to the professor who wants a top notch fully integrated multimedia program

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