



# Roger A Kerin

**William Rudelius, Steven Hartley, Roger  
Kerin**



## **Roger A Kerin :**

**Marketing** Steven Hartley, Roger Kerin, 2016-02-12 Kerin Hartley's Marketing 13th edition is the most robust Principles of Marketing solution available to meet the needs of a wide range of faculty. Marketing focuses on decision making through extended examples, cases, and videos involving real people making real marketing decisions. The author team's decades of combined experience in the higher education classroom continue to inform the title's innovative pedagogical approach. Marketing is known for its conversational writing style, ability to engage students through active learning techniques, and vivid descriptions of businesses, marketing professionals, and entrepreneurs in cases, exercises, and testimonials that help students personalize marketing and identify possible career interests. Powerful tools like Connect SmartBook and the regularly updated resources at [www.kerinmarketing.com](http://www.kerinmarketing.com) make this 13th edition of Marketing the best choice for instructors seeking a rigorous, comprehensive program with balanced coverage of traditional and contemporary concepts. Kerin Hartley's Marketing is also available through McGraw Hill Connect, a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following: SmartBook, an adaptive digital version of the course textbook that personalizes the reading experience based on how well students are learning the content; Access to homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course; Auto-graded assignments in Connect; Marketing include iSeeIt, concept animations, video cases, and other application exercises that challenge students to apply concepts and examine how firms analyze, create, deliver, communicate, and capture value. Contact your Learning Technology Representative for a complete list of assignments by chapter and learning outcome. Progress dashboards that quickly show students how they are performing on assignments with tips for improvement. The option to purchase for a small fee a print version of the book. This binder-ready loose leaf version includes free shipping. Complete system requirements to use Connect can be found here. **Marketing** William Rudelius, Steven Hartley, Roger Kerin, 2012-02-10 Experience Leadership Innovation. This edition of Marketing 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 author team is committed to 1 building on past experiences as authors, 2 continuing their leadership role in bringing new topics and perspectives to the classroom, and 3 focusing on pedagogical innovation that truly responds to new teaching and learning styles. 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 utilizes 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 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      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      **Loose Leaf Marketing: The Core with Connect Access Card** Roger Kerin, Steven Hartley, 2014-11-17      Marketing: the Core William Rudelius, Arsenio Bonifacio, Roger A. Kerin, Carol Bureau, Steven W. Hartley, 2018-01-31 Kerin Marketing The Core provides students and instructors with a fresh and exciting introduction to marketing The Fifth Canadian Edition builds on the strengths of the previous editions adding new elements that make the material even more interactive engaging and relevant Marketing The Core is designed so that students learn and enjoy learning about marketing It is current It is real It reflects marketing in Canada      **SmartBook Access Card for Marketing: The Core** Roger Kerin, Steven Hartley, 2015-01-02      Loose Leaf Marketing: The Core with Practice Marketing Access Card Roger Kerin, Steven Hartley, 2014-11-17      *Looseleaf Marketing* Steven W. Hartley, Roger A. Kerin, 2016-02-11 Kerin Hartley s Marketing 13th edition is the most robust Principles of Marketing solution available to meet the needs of a wide range of faculty Marketing focuses on decision making through extended examples cases and videos involving real people making real marketing decisions The author team s decades of combined experience in the higher education classroom continue to inform the title s innovative pedagogical approach Marketing is known for its conversational writing style ability to engage students through active learning techniques and vivid descriptions of businesses marketing professionals and entrepreneurs in cases exercises and testimonials that help students personalize marketing and identify possible career interests Powerful tools like Connect SmartBook and the regularly updated resources at [www.kerinmarketing.com](http://www.kerinmarketing.com) make this 13th edition of Marketing the best choice for instructors seeking a rigorous comprehensive program with balanced coverage of traditional and contemporary concepts Kerin Hartley s Marketing is also available through McGraw Hill Connect a subscription based learning service accessible online through personal computer or tablet A subscription to Connect includes the following SmartBook an adaptive digital version of the course textbook that personalizes the reading experience based on how well students are learning the content Access to homework assignments quizzes syllabus notes reminders and other important files for the course Auto graded assignments in Connect Marketing include iSeeIt concept animations video cases and other application exercises that challenge students to apply concepts and examine how firms analyze create deliver communicate and capture value Contact your Learning Technology Representative for a complete list of assignments by chapter and learning outcome Progress dashboards that quickly show students how they are performing on assignments with tips for improvement The option to purchase for a small fee a print version of the book This binder ready loose leaf version includes free shipping Complete system requirements to use Connect can be found here      Marketing with Practice Marketing and Connect Access Cards Steven Hartley, Roger Kerin, 2012-01-11      **SmartBook Access Card for Marketing** Roger Kerin, Steven Hartley, William Rudelius, 2014-01-29      Loose Leaf for Marketing Roger A. Kerin, Steven

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