

Principles And Practice Of Marketing 7th Edition Jobber Ellis Chadwick Book

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this textbook on marketing includes information on branding ethics and corporate social responsibility relationship marketing internet marketing mobile wireless and e mail marketing and adverts to demonstrate marketing principles in practice

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focusing on how small and medium sized enterprises smes can improve their performance and create and sustain long term competitive advantage this text draws upon empirical evidence to illustrate how smes can become more innovative through the introduction of new products and services

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