

Principles Of Marketing Brassington 4th Edition

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this textbook presents an introduction to marketing it explains all the

fundamental concepts and theories of marketing and demonstrates their application through a wealth of examples case studies and vignettes

marketing communication has an overwhelming impact on both society and business this text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a european context

this guide explains how organisations can use the internet to support their marketing activities building on traditional marketing theory together with emerging academic literature it details an approach to applying the internet for marketing

includes 1 buyers guide and classified business directory 2 alphabetical directory 3 street directory of householders and businesses 4 numerical telephone directory

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