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built on a strong foundation basic marketing 18e with connectplus and learnsmart provides an integrated teaching and learning solution for presenting the four ps framework and managerial orientation with a strategy planning focus the perreault franchise was the pioneer of the four ps in the introductory marketing course the unifying focus of basic marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs consistent with our belief in continuous quality improvement this edition has been critically revised updated and rewritten to reflect new concepts new examples recent best practices and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers

artificial intelligence and machine learning in business management the focus of this book is to introduce artificial intelligence ai and machine learning ml technologies into the context of business management the book gives insights into the implementation and impact of ai and ml to business leaders managers technology developers and implementers with the maturing use of ai or ml in the field of business intelligence this book examines several projects with innovative uses of ai beyond data organization and access it follows the predictive modeling toolkit for providing new insight on how to use improved ai tools in the field of business it explores cultural heritage values and risk assessments for mitigation and conservation and discusses on shore and off shore technological capabilities

with spatial tools for addressing marketing and retail strategies and insurance and healthcare systems taking a multidisciplinary approach for using ai this book provides a single comprehensive reference resource for undergraduate graduate business professionals and related disciplines

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