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the deca connection an association of marketing students cover

written by a team of renowned experts in the field marketing a critical textbook provides a unique introduction and overview of

critical approaches to marketing ideally suited to advanced students of marketing the book uses examples and real world case studies to illustrate and discuss major alternative and critical perspectives on the subject enabling students to constructively question the conventional assumptions concepts and models with which they are already familiar explains and debates key concepts in a clear readable and concise manner provides practical and innovative demonstrations of abstract and difficult concepts through classroom exercises and individual and group activities includes a glossary of critical marketing terms additional material on the companion website including a full instructor s manual and free access to full text journal articles for students

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