

# Marketing The Core Kerin Ebook

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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

features several articles which address marketing theory and application in a range of industries in addition they reveal how several firms interpret and utilize marketing principles in their daily operations and corporate planning

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the articles in this book have been chosen from numerous different public press sources to provide information on marketing in the world today in this book you will find articles that address marketing theory and application in a wide range of industries in addition the selections reveal how several firms interpret and utilize marketing principles in their daily operations and corporate planning

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