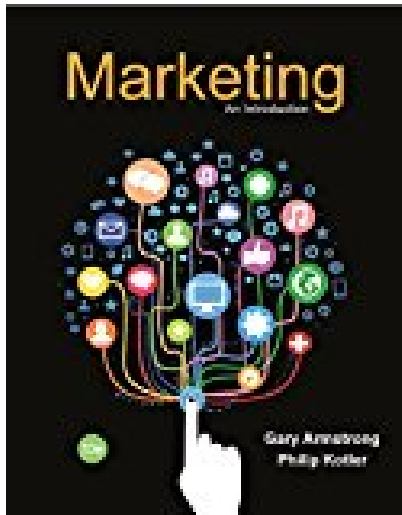


Marketing An Introduction 13th Edition



BOOK DETAILS

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BOOK SYNOPSIS

The third European edition of this classic text has been updated with the latest ideas in marketing and with numerous new European marketing examples and case studies. The authors prompt students to discover the concepts of marketing and translate them into real commercial practice for themselves.

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