



Foundations of Marketing

William M. Pride , O.C. Ferrell

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Discover the essentials in today's marketing and examine the latest trends with the significant visuals and stimulating, timely discussions in the book that's popular with students from all backgrounds:

FOUNDATIONS OF MARKETING, 7E. Meaningful coverage of current marketing strategies and concepts explores social media, sustainability, globalization, customer relationship management, supply chain management, and digital marketing. You study emerging topics, such as social and environmental responsibility, entrepreneurship, and new trends in marketing, as the authors depict the changing nature of business and prepare you for success in a competitive world. Captivating photos, screenshots, advertisements, and examples from actual life illustrate the issues, while a wealth of learning supplements, such as podcasts, videos, and an interactive marketing plan, help you develop the practical decision-making and marketing skills you need for professional success.

Foundations of Marketing Details

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lysslyss says

As a future entrepreneur, this was more of a handbook for me than a textbook. I enjoyed reading it and there were so many real-life, contemporary examples. My favorite part was the section dedicated to the world marketing industry. The ways companies must alter their products to attract customers overseas and in different cultures is amazing. From pizza, to the Big Mac, to laundry detergent, global marketing is a challenge as well as an exciting adventure.

The book didn't cover just world markets, but the authors made this part really stand out.

The only thing I hated was the huge Advertising Plan due after I finished reading it. Bleck!
