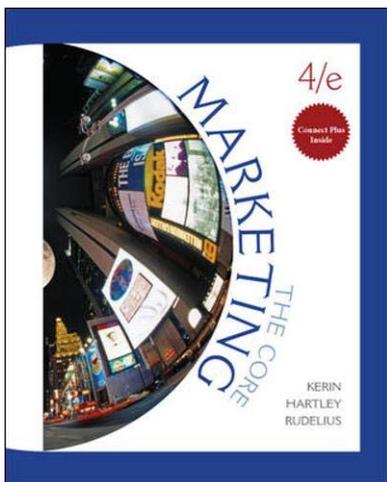


[PDF] Marketing: The Core

Roger Kerin, Steven Hartley, William Rudelius - pdf download free book



Books Details:

Title: Marketing: The Core
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Description:

Marketing: the Core 4/e by Kerin, Hartley and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. *Marketing: the Core* utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of *Marketing: the Core* and serve as the core of the text and its supplements as they evolve and adapt to

changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:

High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques.

Personalized Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that allows students to personalize marketing and identify possible career interests.

Marketing Decision Making - The use of extended examples, cases, and videos involving people making marketing decisions.

Integrated Technology - The use of powerful technical resources and learning solutions.

Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts.

Rigorous Framework - A pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, and supportive student supplements.

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There are 5 different core concepts of marketing, each of which vary in the function that they deal with. The concepts of marketing were updated with time. The article lists out the concepts of marketing in a very brief manner. You can click on each link to know more about each individual concept of marketing. Table of Contents. Marketing : the core. by. Kerin, Roger A; Hartley, Steven William; Rudelius, William. 0. Identifier. marketing00roge. Identifier-ark. ark:/13960/t9864487z. Marketing: The Core. Add to My Books. Documents (162). 100% (1). Marketting Chpt 8 - Summary Marketing: The Core. 100% (1)Pages: 7year: 2016/2017. 7 pages. Roger Kerin and Steven Hartley. Marketing: The Core is a more brief, 18-chapter version of the Kerin/Hartley Marketing 14e product, the most rigorous and robust program on the market. The Core 8e also continues to demonstrate the authors'™ commitment to engagement, leadership, and innovation: Engagement in class-tested, active learning activities to help instructors illustrate textbook concepts as well as examples throughout featuring real people, cases and companies throughout. The purpose behind the existence of the marketing Core is spreading the valuable knowledge to all, who are interested in... Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. Page created - June 13, 2020. People.