



## Marketing Foundations, International Edition

By PRIDE/FERRELL

South Western College. Book Condition: New. Offers an approach to basic marketing concepts and strategies, providing instructors with the flexibility to integrate supplemental resources or activities into their courses. This title highlights topics in sustainable marketing, marketing entrepreneurship, and marketing in transitional times, incorporating research and examples throughout. Num Pages: 560 pages, Illustrations. BIC Classification: KJS. Category: (U) Tertiary Education (US: College). Dimension: 274 x 218 x 20. Weight in Grams: 1110. . 2010. 4th Revised edition. Paperback. . . . Books ship from the US and Ireland.



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