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Sinopsis

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This is the book marketing students have been waiting for. Packed full of lively debate and funny anecdotes, this book covers topics marketing students are familiar with, such as key thinkers and concepts, and some they are not. It looks at areas most textbooks ignore, such as the development of marketing as a discipline and as an academic subject, and raises arguments that students haven't heard about in their lectures.

This book is an antidote to the boring textbook that still tackles key areas addressed in marketing courses. It will challenge students' thinking and help them get a good mark on their exams.