

Librería
Bonilla y Asociados
desde 1950



Título: Business Marketing

Autor: Dwyer

Precio: \$490.00

Editorial:

Año: 2008

Tema:

Edición: 4ª

Sinopsis

ISBN: 9780071263436

New Cases. The authors have hand picked new cases that relate closely to the material in the chapters. There are six new cases, all original to this text, in this edition.

New Cases. The authors have hand picked new cases that relate closely to the material in the chapters. There are six new cases, all original to this text, in this edition.

Expanded Coverage of Services: This new edition has seen the coverage of services expanded with more focus on the concept of *¿offerings¿* rather than product or services. This coverage is consistent with a service dominant logic of marketing.

Expanded Coverage of Services: This new edition has seen the coverage of services expanded with more focus on the concept of *¿offerings¿* rather than product or services. This coverage is consistent with a service dominant logic of marketing.

Personal profiles by marketing practitioners: Integrated throughout the text are personal profiles written by a marketing practitioner about what he or she does from the field. This will give students a glimpse of who does marketing so they can see what their options are. This is intended to pique student curiosity and encourage reading of the sidebars.

Personal profiles by marketing practitioners: Integrated throughout the text are personal profiles written by a marketing practitioner about what he or she does from the field. This will give students a glimpse of who does marketing so they can see what their options are. This is intended to pique student curiosity and encourage reading of the sidebars.