

Librería
Bonilla y Asociados
desde 1950



Título: Marketing

Autor: Ferrel Pride

Editorial:

Tema:

Sinopsis

Engaging and motivating students with diverse backgrounds and varied interests in marketing requires stimulating and effective teaching materials--and Pride/Ferrell continues to be the resource of choice for instructors. Combining contemporary coverage of marketing strategies and concepts with real-world examples, Marketing's text and its outstanding suite of supplements supplies students with the knowledge and decision-making skills needed to succeed in today's competitive business environment. Using topical issues including globalization, customer relationship management, supply chain management, and the latest e-commerce models, the authors connect marketing to students' personal lives. The latest edition features current data and examples, new advertisements and photos, and a new design that lends a contemporary look and feel to the text. A range of electronic tools--from premium online study content to the GoVenture entrepreneur simulation--support students as they work toward mastery of marketing principles and applications.

Precio: Desconocido

Año: 2007

Edición: 14^a

ISBN: 9780618799633