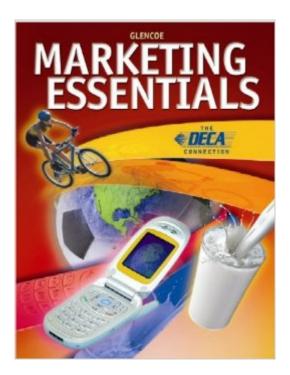
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Marketing Essentials, Student Edition





Synopsis

The numberone book in Marketing Education, Glencoe Marketing Essentials includes all of the current hot topics: e-marketing, marketing ethics, and international and cross-curricular marketing. Students get a step-by-step introduction to creating marketing plans; DECA prep activities help students gain confidence in using the skills they've learned. Marketing Essentials also provides teachers with all the support materials they need."

Book Information

Series: MARKETING ESSENTIALS Hardcover: 875 pages Publisher: McGraw-Hill Education (January 24, 2008) Language: English ISBN-10: 0078769043 ISBN-13: 978-0078769047 Product Dimensions: 8.7 x 1.6 x 11.2 inches Shipping Weight: 4.6 pounds (View shipping rates and policies) Average Customer Review: 4.0 out of 5 stars Â See all reviews (6 customer reviews) Best Sellers Rank: #648,957 in Books (See Top 100 in Books) #213 in Books > Children's Books > Education & Reference > Money & Saving #702 in Books > Textbooks > Business & Finance > Marketing #4329 in Books > Business & Money > Marketing & Sales > Marketing Grade Level: 9 - 12

Customer Reviews

I ordered this book for my son that is taking this class in high school and we wanted a copy for home. The new price was significantly more than this gently used price. We are both very satisfied with this purchase.

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