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Principles and Practice of Marketing (UK Higher Education Business Marketing) David Jobber. 4.5 out of 5 stars 57. Paperback. \$53.17. Only 3 left in stock - order soon. Next. Special offers and product promotions. Amazon Business: For business-only pricing, quantity discounts and FREE Shipping.

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Marketing is the process of planning and executing the conception, pricing, promotion,

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and distribution of ideas, goods and services to create exchange and satisfy individual and organisational objectives. Nonetheless, this definition does not take the competition factor into account.

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Either way, Principles of Marketing is a fantastic choice, and our study guide plus practice test will help you get started. There are 100 multiple choice questions to answer in 90 minutes. There will be some pre-test questions that won't count toward your grade.

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@inproceedings{Jobber2012PrinciplesAP, title={Principles and practice of marketing}, author={David Jobber and Fiona E. Ellis-Chadwick}, year={2012} }

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Principles and Practice of Marketing is back for a seventh edition and continues to set the benchmark for achievement in introductory marketing courses across Europe. This edition has been rigorously updated by Professor David Jobber and new co-author Fiona Ellis-Chadwick to offer a contemporary perspective on marketing, with the latest digital developments and ethical accountability emphasized throughout.

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The ninth edition of McGraw-Hill's leading textbook, Principles and Practice of Marketing, provides a contemporary and modern introduction to marketing. Covering the importance of customer value alongside the 4Ps, this authoritative text provides students with a core understanding of the wider context of marketing operations within companies, illustrated with innovative examples of marketing in practice.

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