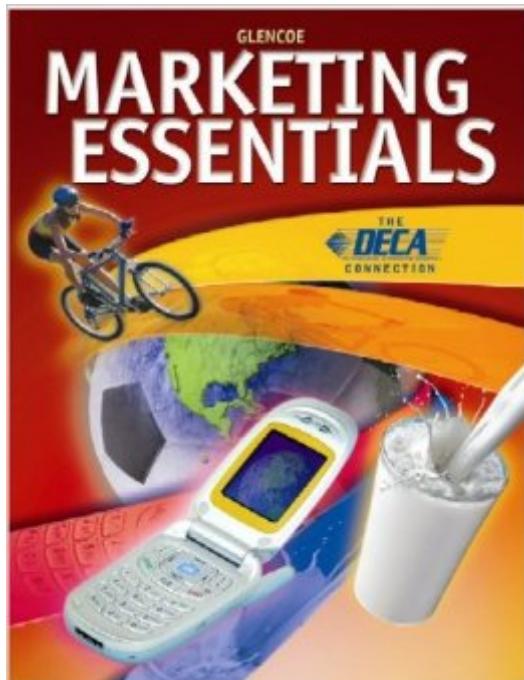


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Marketing Essentials, Student Edition



Synopsis

The numberone book in Marketing Education, Glencoe Marketing Essentialsincludes 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

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Product Dimensions: 8.7 x 1.6 x 11.2 inches

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