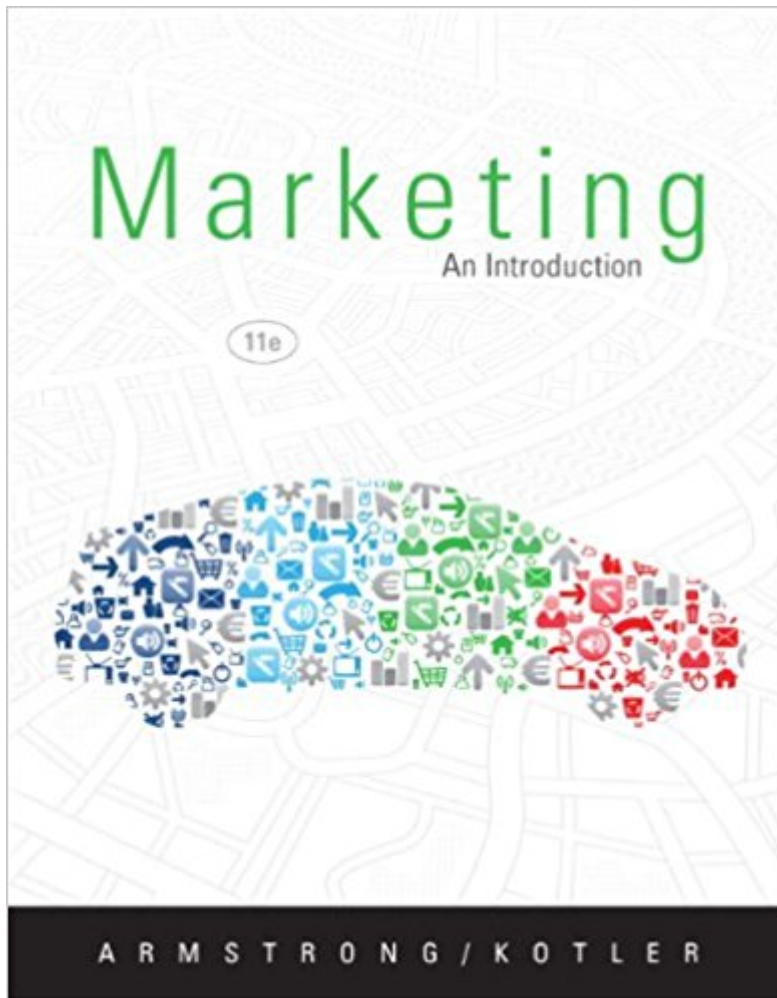




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Marketing: An Introduction (11th Edition)



Synopsis

This best-selling, brief text introduces marketing through the lens of creating value for customers.

With engaging real-world examples and information, *Marketing: An Introduction* shows readers how customer value—creating it and capturing it—drives every effective marketing strategy.

Book Information

Paperback: 672 pages

Publisher: Prentice Hall; 11 edition (January 21, 2012)

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Product Dimensions: 8.4 x 0.9 x 10.7 inches

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Average Customer Review: 4.2 out of 5 stars 263 customer reviews

Best Sellers Rank: #32,224 in Books (See Top 100 in Books) #77 in Books > Business & Money > Marketing & Sales > Advertising #113 in Books > Textbooks > Business & Finance > Marketing #331 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

I brought the book college so it's not like I bought it for enjoyment. As far as the material in the book, it seems pretty straightforward which is always a plus especially, when some textbooks feel like you're trying to decode world secrets (didn't find it super interesting lol)

Got this for my basic Marketing class, my teacher uses the powerpoints from the textbook maker so everything is pretty much the same content wise. Some problems she gives aren't found in the powerpoint so the textbook does help. Has great cases and easy to understand language. I actually really like it considering its a textbook

I enjoyed studying from this book, and I could tell my professor did too. There are many examples that are provided to give an idea of how the concepts are applied outside of the classroom. The study questions help better understand the concepts and how you may apply them in a given situation.

Excellent customer service. The book is great. I have no problems recommending service to a friend. Thank for your follow up survey. But you almost required to many words to complete take one or two sentences maybe more people will participate

The book didn't have a binding. It was pages attached by a ring on the top. Some pages were missing, and others were ripped to the point the they fell out just by flipping the page.

This is a really good book for introducing Marketing for students and to people who just want to learn. The text in this book is rich with information, very easily understood and with up-to-date information on companies that thrive because of their marketing strategies. The language used on this textbook is very straight forward and sometimes even humorous. It's like the author's having coffee with you. Very good book! The shipping was right on time from the seller and the product description was also right.

too much high lighted paragraphs.

I am currently enrolled in a Marketing class in college, this book contains a lot of valuable information. I recommend purchasing the book because it will definitely give you a viable understanding of marketing.

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