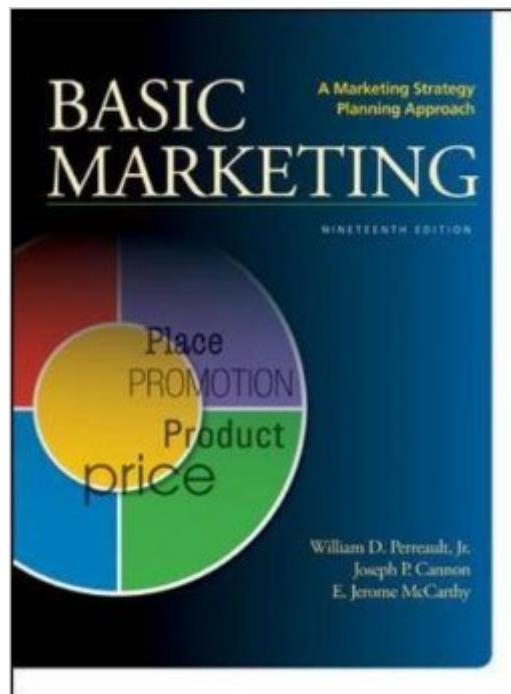


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BASIC MARKETING: A Marketing Strategy Planning Approach



Synopsis

Built on a strong foundation, Basic Marketing 19e provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault franchise was the pioneer of the four Ps; in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent best practices, and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers.

Book Information

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Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (53 customer reviews)

Best Sellers Rank: #34,223 in Books (See Top 100 in Books) #49 inÂ Books > Textbooks > Business & Finance > Marketing #302 inÂ Books > Business & Money > Marketing & Sales > Marketing #9818 inÂ Books > Reference

Customer Reviews

As a student, I thoroughly enjoyed this book. It's easy-to-read, personable, and clearly defines key terms. The figures help as a quick reference guide for studying important concepts. I wish there was an eBook version.

This product was shipped fast and delivered as stated. Overall, the content was okay considering it is a textbook. However, I didn't really like how the book was laid out. For instance, there's a lot of headings that can be confusing without reading the rest of the content. Some of the charts were confusing and the material seemed to jump around a lot and was repetitive at times.

I chose this rating because the book is not only interesting but it has plenty of pictures to illustrate learning objectives and is really easy to read and understand. It has many learning examples drawn from contemporary companies.

My biggest complaint about this book (in regards to content) is I will read multiple paragraphs where the author just constantly references different chapters in the book. The only thing I learned in a couple of pages is where to find more information within the book, when you already have a table of contents and appendixes. This book is meant for college students and we already have a ton of reading to do, no need to waste pages being redundant. My photo is from two paragraphs, and this is what it is like on many other occasions in this book.

The book I received was not as pictured. It was the international edition which state on the cover "Not for use in the USA". I rated this as 4 stars however because the seller was very helpful to me after the error was discovered and promptly refunded my payment. I would do business with her again.

the book received was exactly as described. this was one of the only textbook orders this year that went well. book was in excellent condition, offered at a good price & shipping was very quick.

its a good book and came in handy a little through the class i needed it in. but we barely needed to use it really most of the stuff you can find online.

Book is a little bit worn and highlight because I got it from the rent used option. The book seems to easy to read learn from.

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