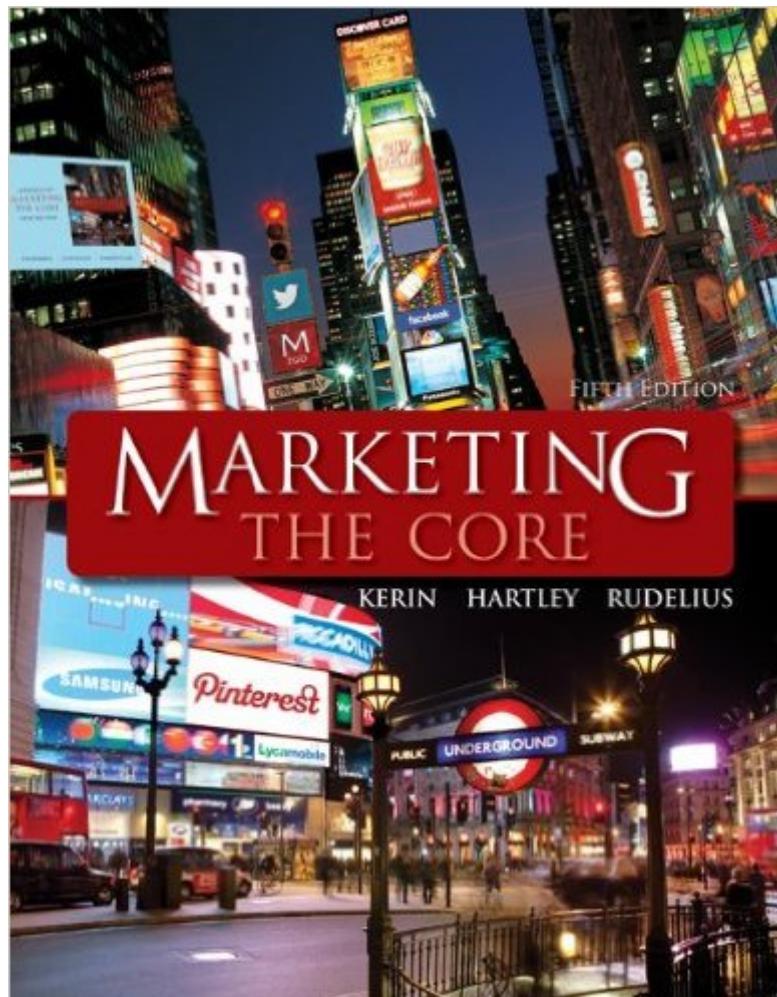


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# Marketing: The Core



## **Synopsis**

Marketing: The Core 5e by Kerin, Hartley and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty &#8211 from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. Marketing: The Core utilises a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing: The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:

- High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques.
- Personalised Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs â“ through cases, exercises, and testimonials â“ that allows students to personalise marketing and identify possible career interests.
- Marketing Decision Making â“ The use of extended examples, cases, and videos involving people making marketing decisions.
- Integrated Technology - The use of powerful technical resources and learning solutions.
- Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts.
- Rigorous Framework - A pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, and supportive student supplements.

## **Book Information**

Series: Marketing: The Coure 5/e

Paperback: 560 pages

Publisher: McGraw-Hill Education; 5 edition (October 22, 2012)

Language: English

ISBN-10: 0078028922

ISBN-13: 978-0078028922

Product Dimensions: 8.7 x 0.9 x 10.9 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ  See all reviewsÂ  (100 customer reviews)

Best Sellers Rank: #16,614 in Books (See Top 100 in Books) #7 in Books > Education & Teaching > Schools & Teaching > Distance & Online Learning #22 in Books > Textbooks > Business & Finance > Marketing #155 in Books > Business & Money > Marketing & Sales > Marketing

## Customer Reviews

great book for the class, great examples and easy to read and stay interested. if i could make money in marketing when i graduated i would major in marketing because of this book and how it makes you excited about business and the American dream.

This book proved to be a good read! I had to purchase it for a marketing class and thought it might end up being a boring read; however, it kept me engaged throughout the whole semester. It has all of the necessary information about the marketing process and all of the important concepts that individuals need to know. If you are interested in learning more about marketing or your wondering whether it will enhance your business, I recommend purchasing this book, as it will provide you with the necessary information.

This is an excellent textbook. Real world examples, colorful, and up-to date pictures makes this an excellent marketing reference. The chapters are short, and make studying an enjoyable task.

Thanks!

I had to have this book for a marketing class and actually want to keep it after the class is over! Not always do you find a good college level book that explains topics as simply as this. If you are wanting really in-depth marketing tips this might not be the best book for you, but for someone that is starting in marketing and likes explanations or examples this is wonderfully written.

What I like best about this book is its explanation of successess and failures in real life examples of business marketing. For instance, I had no idea that Reeses Pieces were new at the time the ET film came out and ET was used to promote the product. Still it reads like a textbook so it's very dry. LOTS of vocabulary. Bland. For a textbook it's not bad, but I'm sure there are FAR more interesting books on marketing history out there.

Yes, the book was great value for its money saving me more than half the money my college were

charging for used or rented. You could tell the book was used, but can't complain for the value for one semester.

Very user friendly textbook. Modern up to date examples and experiences to build your core marketing knowledge.

The loose-leaf pages don't have any sort of reinforcement on the holes for the binder rings and the paper tears fairly easily. I know there is a regular, bound edition of this book, which in retrospect would have been a better buy, because I keep my textbooks for future reference (the internet is great, but sometimes I prefer a book to an LCD). I got this book because it was required for an upper division, but still intro level, marketing course. The content is very basic and written at level lower than I expected (I am accustomed to the level of writing in engineering textbooks), but it was informative, in most cases.

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