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Principles and Practice of Marketing by David Jobber

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.

Principles and Practice of Marketing by Jobber/Ellis—

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Principles of Marketing by Tanner & Raymond articulates the core principles of marketing with accuracy and precision. There is a tight linkage (typically through use of web links) to established definitions (e.g., AMA) and conceptual frameworks (e.g., Product and Market Entry strategies) that have come to reflect the established body of ...