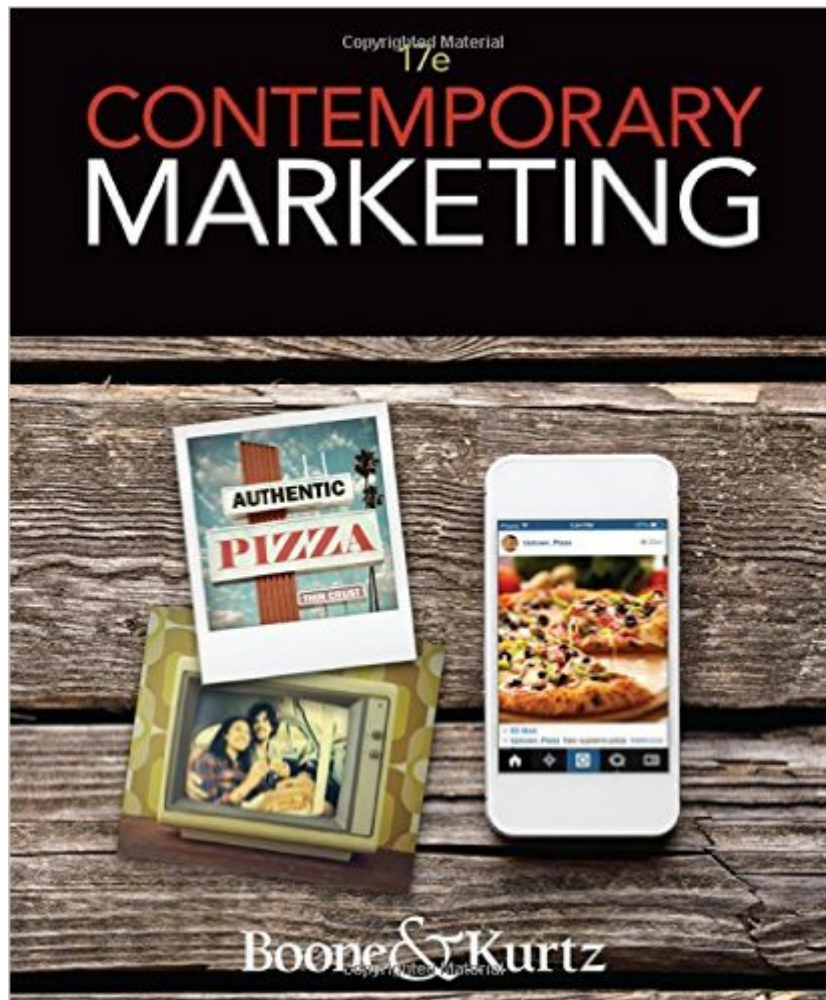


The book was found

Contemporary Marketing



Synopsis

CONTEMPORARY MARKETING, Seventeenth Edition, is the proven, premier teaching and learning resource for foundational marketing courses. The authors provide thorough coverage of essential marketing principles, exploring all components of the marketing mix, and providing practical guidance to help students prepare for successful marketing careers. This trusted text continues to grow stronger with each groundbreaking new edition, preserving what has made previous editions perennial best-sellers, while adding innovative new features and up-to-date information on current trends, topics, research, and best practices in this ever-evolving field. Because it is so technologically advanced, student-friendly, instructor-supported, and more relevant than ever, CONTEMPORARY MARKETING, Seventeenth Edition, remains in a class by itself.

Book Information

Hardcover: 784 pages

Publisher: Cengage Learning; 17 edition (January 5, 2015)

Language: English

ISBN-10: 1305075366

ISBN-13: 978-1305075368

Product Dimensions: 1.2 x 9.2 x 11.2 inches

Shipping Weight: 4.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (8 customer reviews)

Best Sellers Rank: #15,143 in Books (See Top 100 in Books) #19 in [Books > Textbooks > Business & Finance > Marketing](#) #139 in [Books > Business & Money > Marketing & Sales > Marketing](#) #4386 in [Books > Reference](#)

Customer Reviews

I rented this textbook. The textbook was straight out of the shelf. Overall great content. Got an A in the class :).

I rented this book and it came as it was in the description. Too bad it doesn't come with the cengage access code

Book was in superior condition

Current and relevant topics.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples

Products (Affiliate Marketing 101, Affiliate Marketing Empire) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) A Contemporary Christmas: 9 Arrangements of Contemporary Christian and Classic Favorites (Sacred Performer Collections)

[Dmca](#)