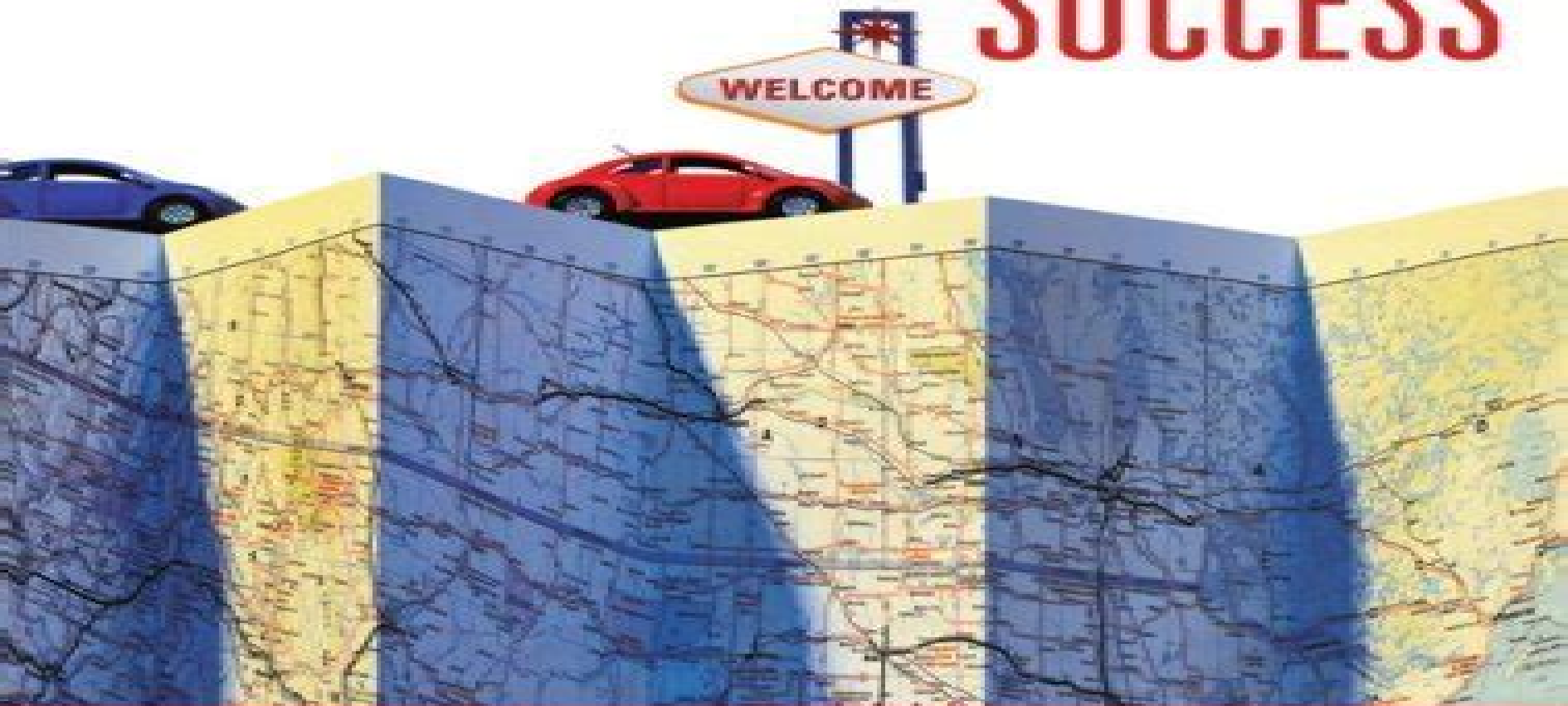


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Changers Maurice Hofmann,2021-01-27 Roadmap to Marketing Success for Start ups Product Launches or Career Changers is a different kind of marketing book In it battle tested entrepreneur marketing sales and customer success specialist Maurice Hofmann provides exactly what he promises pragmatic marketing that works This book starts with what you need to do Monday morning when you open the door and turn on the lights and ends with what happens after you ve launched your product or ran your first successful campaign Roadmap to Marketing Success for Start ups Product Launches or Career Changers teaches you the marketing process in a pragmatic step by step fashion It gives you the core set of tools necessary to face your marketing challenges with the right strategic mindset You ll get the operational know how to turn strategy into actionable items that will significantly increase your speed to market and reduce losses from trial and error You won t find a one size fits all collection of marketing jargon just the right marketing approach for you and your company so you can pay the bills at the end of the month plus some **Marketing** Gary Armstrong,Philip Kotler,2014-04-16 ALERT Before you purchase check with your instructor or review your course syllabus to ensure that you select the correct ISBN Several versions of Pearson s MyLab check with the seller before completing your purchase Used or rental booksIf you rent or purchase a used book with an access code the access code may have been redeemed previously and you may have to purchase a new access code Access codesAccess codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code Check with the seller prior to purchase Normal 0 false false false EN US X NONE X NONE Marketing An Introduction is intended for use in undergraduate Principles of Marketing courses It is also suitable for those interested in learning more about the fundamentals of marketing 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 students how customer value creating it and capturing it drives every effective marketing strategy The Twelfth Edition reflects the latest trends in marketing including new coverage on online social media mobile and other digital technologies MyMarketingLabfor Marketing An Introduction is a total learning package MyMarketingLab is an online homework tutorial and assessment program that truly engages students in learning It helps students better prepare for class quizzes and exams resulting in better performance in the course and provides educators a dynamic set of tools for gauging individual and class progress This program will provide a better teaching and learning experience for you and your students Improve Results with MyMarketingLab MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning Guide Student s Learning The text s active and integrative Road to Learning Marketing presentation helps students learn link and apply major concepts Encourage Students to Apply Concepts A practical marketing management approach provides in depth real life examples and stories that engage students with basic

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Applied Marketing Daniel Padgett, Andrew Loos, 2021-05-18 Applied Marketing Second Edition is a comprehensive yet concise modern marketing course that blends solid academic theory with practitioner experience to help students master the core concepts develop a practical understanding of how to apply marketing principles and gain perspective on how top marketers operate in today s business world Co authors Dan Padgett an academic and Andrew Loos a practitioner blend solid academic theory and agency owner experience to offer students an insider s view of marketing by bridging the gap between marketing principles taught in the classroom and those same principles as applied by business professionals Taking a student centric approach by using digital assets to teach students as well as having students use digital resources for learning encourages students to develop their critical thinking skills by applying core concepts to real world scenarios To help students apply their learning and develop analytical skills Applied Marketing devotes an entire introductory level chapter to marketing metrics Ch 13 and integrates innovative current and highly engaging cases including a continuing case on the socially conscious company This Saves Lives

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