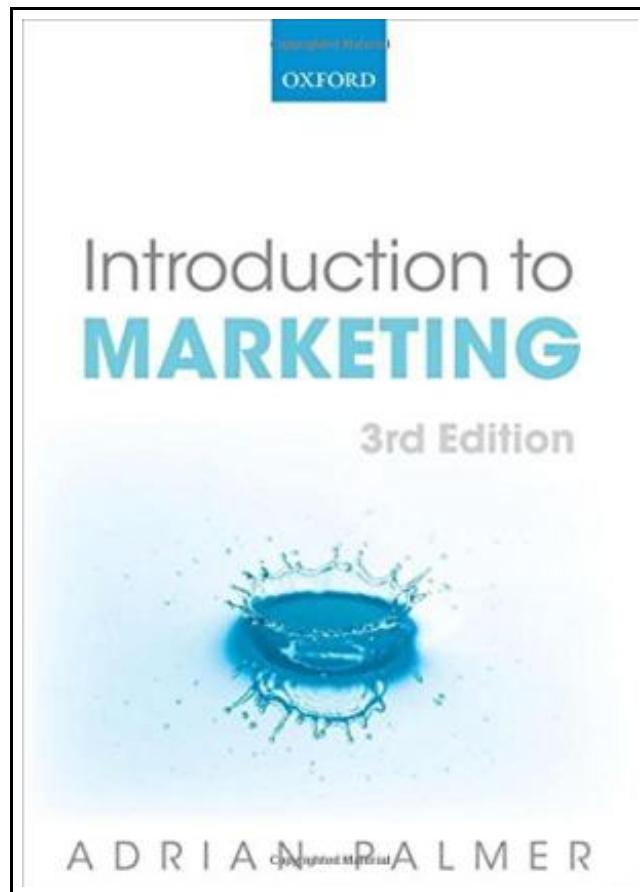


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Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Introduction to Marketing: Theory and Practice (3rd Revised edition), Adrian Palmer, Drawing on disciplines such as economics, sociology and psychology, Introduction to Marketing encourages readers to critically analyse marketing frameworks, and discuss alternative options. Consideration is given to marketing problems, and students are invited to debate issues surrounding these, such as potential causes and effects, rather than be presented with prescriptive solutions. A chapter on responsible marketing addresses topics such as ethics, corporate responsibility and environmentalism, and assesses the impact of these topics on the field of marketing. Services marketing is integrated throughout the book, reflecting the changing nature of services and acknowledging the move towards service based industries. Through reading the text students will gain a holistic understanding of marketing and how one area may impact on another. A wealth of pedagogical features including case studies, digital marketing boxes and international marketing boxes, highlight the link between theory and practice. Key issues surrounding the internet, mobile marketing, social networking, social responsibility, and marketing in a recession are integrated throughout the text, ensuring students understand the importance and relevance of outside influences on a company's marketing decisions and actions. Online Resource Centre The textbook is accompanied by an Online Resource Centre and all resources have been updated for the new edition. The Online Resource Centre features comprise: Lecturer resources: Suggested answers to case study review questions Suggested answers to chapter review questions Additional discussion points PowerPoint slides Lecturer guidelines to accompany the PowerPoint slides Test bank of questions VLE content Student resources: Additional suggested reading Additional case studies with questions Additional chapter review questions Multiple choice questions Web exercises Web links Video suite containing links to useful video Flashcard glossary.



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