

A Practical, Research-Based Approach to Marketing

Essentials of Marketing looks at the best of marketing, where marketing practices meet target customer needs and strive to make the world a better place. This practical, research-based program emphasizes a marketing strategy planning approach to the introductory marketing course.

New features in the 17th edition include:

- “Marketing for a Better World” incorporated into boxed readings and in various locations throughout every chapter.
- Growing coverage of big data and marketing analytics.
- References to current examples, companies, and brands with which students are familiar.
- Dynamic digital resources including SmartBook 2.0, the ReadAnywhere mobile app, application-based activities and exercises, EZTest, and Writing Assignment Plus.

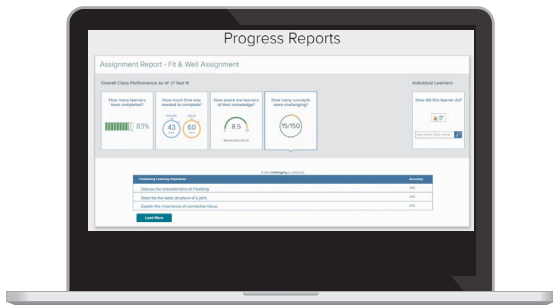
Essentials of Marketing

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