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Marketing An Introduction 12th Edition Book Preview

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.

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This best-selling, brief text introduces marketing through the lens of creating value for customers.

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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.

MyMarketingLab for *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.

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