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Marketing The Core By Kerin

**Marketing: the Core 4/e by Kerin,
Hartley and Rudelius continues a**

**tradition of leading the market
with contemporary, cutting-edge
content presented in a**

**conversational student-oriented
style, supported by the most**

**comprehensive, innovative, and
useful supplement package**

**available. This text and package
is designed to meet the needs of
a wide spectrum of faculty—from**

the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully ...

~~Marketing: The Core:~~

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~~**Marketing: The Core:**~~

~~**Amazon.co.uk: Kerin:**~~

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Marketing: The Core. -This program focuses on decision making through extended examples, cases, and videos involving real people making real marketing decisions. -A conversational writing style, active learning techniques (cases, exercises, testimonials, and vivid descriptions of businesses and marketing professionals), help students

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Kerin~~**

***Roger A. Kerin today. Welcome
to the 7th edi Steven W. Hartley v
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effective pedagogical approach***

***developed by the authors
through the integration of their
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and data added across several
chapters, --New cases featuring
Coppertone, GoPro, and a
completely updated Mall of
America case --Updated chapter***

openers, cases, and discussions throughout to reflect current topics like virtual reality, ...

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Marketing: The Core includes pedagogical elements throughout the text and online to enhance student learning, including Connect technology, chapter outline and features that start each chapter with a splash page highlighting newsy features within the chapter, as well as creating a path to guide students through the chapter and its content, Infographics, chapter opening vignettes, Marketing NewsFlash boxes, Focus on Ethics boxes, and end-of-chapter

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MarketingFH Marketing Intro.
Preview text. Chapter 1 Monday,
January 25, 2016 9:55 AM
Marketing: Discover needs and
wants of customers Satisfy them
Marketers try to people to buy
things people need but want
Exchange: Trade things of value**~~

between buyer and seller so each is better off Most popular medium of exchange: money Sometimes you get to negotiate the exchange, sometimes you Requirements for marketing to occur: parties with unsatisfied needs A desire and ability to be satisfied A way ...

**~~Summary Marketing: The Core—
Chapters 1–18—MKTG 3001 ...~~
Marketing: The Core's
accessible, conversational
writing style engages students
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marketing professionals, and
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~~**Amazon.com: Marketing: The Core (Access code not included**~~

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Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University in Dallas, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota.

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years ago when it helped to
launch the Greek yogurt trend in
the U.S. The company is also
creative when it comes to adding
new products such as non-dairy
and probiotic products, and
products for kids.**

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