

## Principles Of Marketing Second Edition

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Principles of Marketing, 2nd edition 2001 Principles of Marketing, 2nd edition . Hemel Hempstead: Prentice Hall 1998. 1042 pp., ISBN: 0132 622548 £32.99 September 2001

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Principle of Marketing. Published 1999 by Prentice hall Europe. Second European Edition, 569 pages. Author (s): Philip Kotler, Gary Armstrong, John Saundres, Veronica Wong. ISBN13:

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Principles of Marketing by Tanner & Raymond does a really nice job of offering a comprehensive and relevant marketing text that can easily be modularized by instructors. The authors have effectively integrated up-to-date examples that students will find interesting as well as integrated media (e.g., audio clips) and real life profiles (profiling an analytics manager at BNSF) to produce an engaging text.

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