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South-Western,2011 **MKTG12** Charles W. Lamb,Joseph F. Hair (Jr.),Carl McDaniel (Jr.),2019 Resource added for the Marketing program 101043 Digital Marketing 311045 and Design and Graphic Technology program 101117 **MKTG4** Charles W. Lamb,Joseph F. Hair, Jr,Carl McDaniel, Jr.,Jane Summers,Michael Gardiner,2018-09-01 MKTG4 continues to offer a unique blended solution for lecturers and students in introductory marketing subjects in both University and Vocational sectors Continuing to pave a new way to both teach and learn MKTG4 is designed to truly connect with today's busy tech savvy student Students have access to online interactive quizzing videos flashcards games and more An accessible easy to read text with tear out review cards completes a package that helps students to learn important concepts faster

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Introducción al Marketing del Grado en Administración y Dirección de Empresas de la Facultad de Ciencias Económicas y Empresariales de la Universidad de Alicante El libro se divide en seis capítulos Cada capítulo contiene entre otros elementos numerosos ejemplos aplicaciones prácticas y cuestiones de debate que tienen como objetivo facilitar y enriquecer el aprendizaje del lector dotándole de mayor capacidad para analizar planificar y responder de manera anticipada a los retos que plantea el entorno de marketing de las empresas As el principal objetivo del libro es que los estudiantes cuenten con un texto básico que contribuya a favorecer y fomentar su capacidad analítica y crítica sobre la ejecución de las actividades de marketing

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