

## Principles and Practice of Marketing

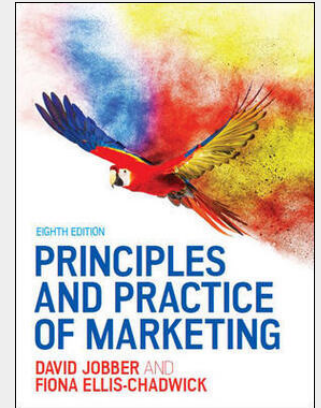
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The fully updated eighth edition of Principles and Practice of Marketing continues to provide a contemporary and modern introduction to marketing. With a renewed focus that covers the importance of customer value alongside the 4Ps, this authoritative text provides students with a core understanding of the wider context and latest developments taking place within marketing. A stimulating range of new resources and real world examples help to bring marketing to life. Find out:

- How the bandwagon effect has contributed to the success of online group buying
- How IKEA delivers sustainable cotton and timber products to millions of customers
- How social marketing is combatting an obesity crisis
- How the relaunch of Netto became a case of fighter branding
- How crowdsourcing is evolving advertising
- How Abercrombie & Fitch's store environment could be heading into the dark

**Key Features:**

- A brand new chapter on Relationship Marketing
- Newly updated structure to focus on the importance of Customer Value
- Fully updated to cover the latest technologies and digital developments
- New Marketing in Action boxes and Mini Cases focusing on European and Global companies including Spotify, Rovio, Decathlon, Zara and Amazon
- 44 new and updated end-of-chapter cases provide insights from across a range of businesses; from high street fashion stores and supermarkets (H&M, The Co-operative) and Airlines and services (EasyJet, Pret A Manger), to digital companies (ASOS, Google) and the music and film industries (Apple, Disney).
- Fully updated and streamlined pedagogy including refocused recommended readings at the end of each chapter, allowing you to expand your knowledge
- New AdInsight boxes including active QR codes to keep you up-to-date with the latest marketing campaigns and examples



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