



Principles and Practice of Marketing

By David Jobber



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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.

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Principles and Practice of Marketing By David Jobber Bibliography

- Rank: #894876 in eBooks
- Published on: 2016-03-15
- Released on: 2016-03-15
- Format: Kindle eBook

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Editorial Review

About the Author

David Jobber is Professor of Marketing at the University of Bradford, School of Management. His research interests include the use of mail surveys in marketing research, selling and sales management. In 2008 he received the Academy of Marketing's Life Achievement award for distinguished and extraordinary services to marketing.

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