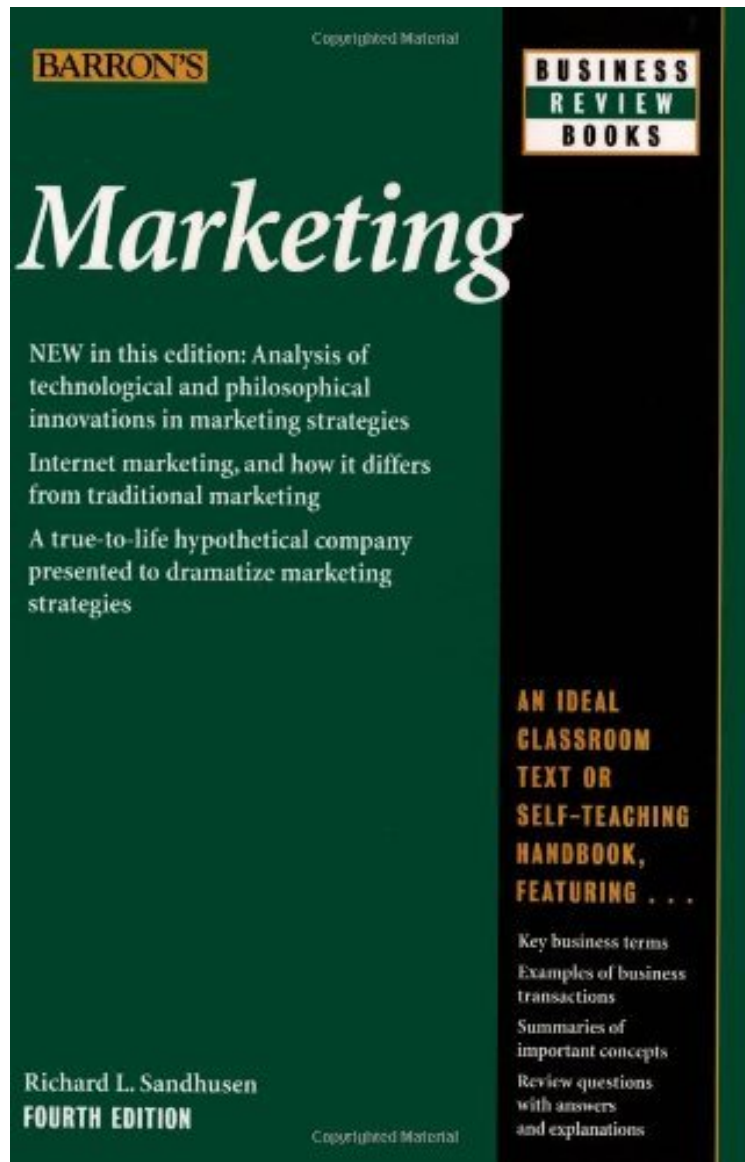


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## Marketing (Barron's Business Review Series)

*Richard L. Sandhusen*

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**Richard L. Sandhusen : Marketing (Barron's Business Review Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing (Barron's Business Review Series):

10 of 10 people found the following review helpful. Good as primer or reference By J. Turner Most marketing textbooks tend to be thematic, flashy, cluttered with "examples," and to a certain extent, they tend to extol the virtues of marketing. Not this book. Sandhusen gives a detailed, comprehensive review of the information presented in an introductory marketing class, in a format that can serve both as a primer and a reference. By omitting long

explanations and numerous examples to illustrate a single point, this book presents the information in a straight forward, no nonsense manner. A fictitious company is presented in the first chapter, and it is used to reinforce key points in subsequent chapters. Other examples are not overtly woven into the fabric of the text, but discrete sections. If you are cramming for an exam, you can skip over them without the fear of missing any critical information. Compared to the other marketing texts I have read, this is by far the best, and would make an excellent resource for preparing for the CLEP marketing exam or as a supplement to a college text. 0 of 0 people found the following review helpful. Makes a nice green paper weight. By Akai Okami Got this for help with the CLEP. It has been a paper weight. Overloaded with useless information which I don't understand because other Barron books have been great just not this one. About five terms out of the book has been useful. They're other sources of information on the net for free. 0 of 0 people found the following review helpful. Good content, not-so-great wording. By Evan The wording is a bit technical and dense, but the content is certainly useful and varied. It will teach you, but it will not please you.

Professor Richard Sandhusen's brand-new and important fourth edition of Marketing explains how four digital-age systems have merged into one to change marketing and management practice as much in the past five years as in the previous half century. These systems--decision support, relationship marketing, integrated marketing communication, and balanced scorecard--receive detailed analysis in this extensively updated book, which also gives more comprehensive coverage to all aspects of the global marketplace than other currently-available textbooks on the subject. Here is vital information for students soon entering business in today's ever more globally competitive world. Marketing presents a realistic hypothetical company as it faces business challenges and opportunities on a day-by-day basis. Although solidly grounded in marketing theory, the book explains marketing strategies within this realistic setting, showing many of the business tactics and decisions students are likely to confront in their own careers. The fictitious company's domestic and international marketing strategies are explained and analyzed, and real-world examples of successful marketing campaigns by different kinds of companies are also included. Each chapter ends with an overview of essential concepts and match-up exercises that review the text's material. Here is a popular and accessible new addition to Barron's respected Business Review Series.