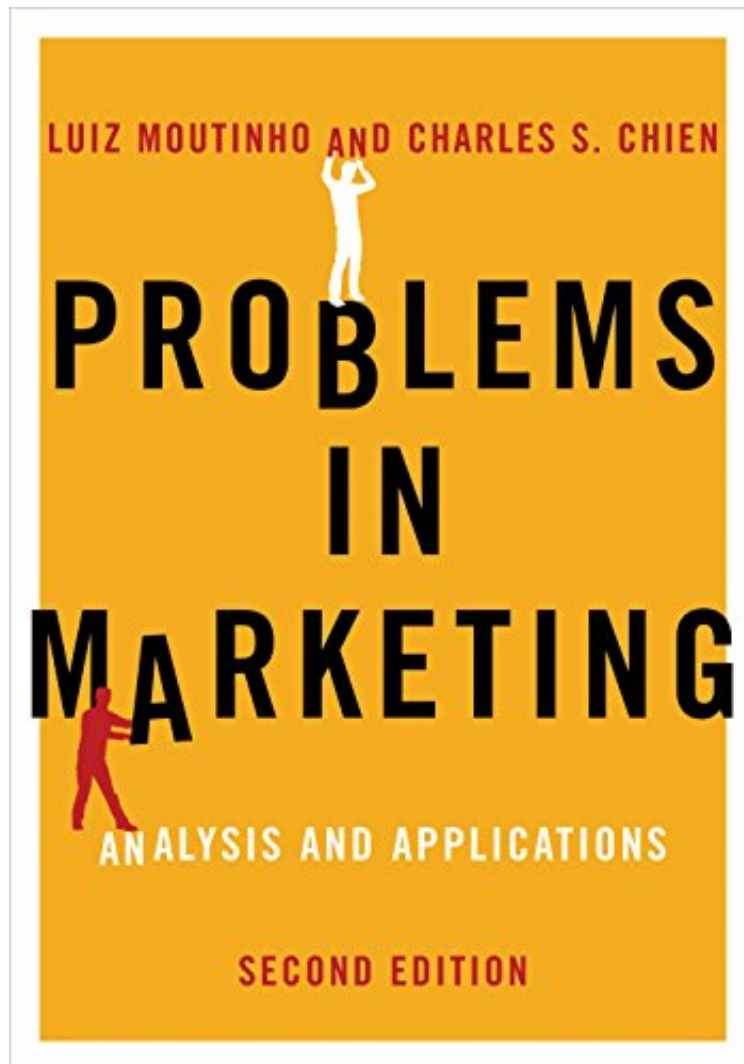


[Ebook pdf] Problems in Marketing: Applying Key Concepts and Techniques

Problems in Marketing: Applying Key Concepts and Techniques

Luiz A M Moutinho, Charles S Chien

**Download PDF / ePub / DOC / audiobook / ebooks*



#3982589 in eBooks 2007-12-12 2009-02-24File Name: B014173VUS | File size: 49.Mb

Luiz A M Moutinho, Charles S Chien : Problems in Marketing: Applying Key Concepts and Techniques before purchasing it in order to gage whether or not it would be worth my time, and all praised Problems in Marketing: Applying Key Concepts and Techniques:

Fully revised and updated, Problems in Marketing includes over 50 new problems. This varied and challenging collection of problems has been written as a learning aid to any marketing textbook. The problems cover a wide range of marketing practice, each problem concentrating on a single concept or technique of marketing management. Problems begin with a full introduction to the concept followed by explicit instructions for solving them.

This leads directly to a series of discussion questions to further enhance the application of each problem. Solutions are also available to lecturers by clicking on the companion website logo above.

'This is an excellent resource book of short problems and exercises in marketing. The book will be of great value to teachers of marketing at all levels to supplement basic and more advanced marketing courses' - The Chartered Institute of Marketing prime; This is an excellent resource book of short problems and exercises in marketing. The book will be of great value to teachers of marketing at all levels to supplement basic and more advanced marketing courses prime; - The Chartered Institute of Marketing About the Author Luiz Moutinho is Foundation Chair of Marketing at the Department of Management, University of Glasgow