WHAT'S INSIDE:

- An innovative approach to teaching and learning marketing principles
- PLUS: interactive online study tools for today's student

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MKTG²
2ND ASIA–PACIFIC EDITION

Online resources available only with the purchase of a NEW book!
Introducing a new approach to teaching the principles of marketing, MKTG2 is the second Asia-Pacific edition of a proven, innovative learning solution.

A revolutionary way to both teach and learn, MKTG2 is designed to truly connect with today's tech-savvy student.

There's concise yet complete coverage of marketing principles, as well as dynamic online learning resources that will equip your students with the tools to excel in an introductory marketing course.

Students have access to interactive quizzing with feedback, cases and exercises, videos, audio downloads, flashcards, games and more.

An accessible, easy-to-read text with tear-out chapter review cards completes a package that empowers students to learn important concepts faster.

MKTG2 delivers a fresh approach to give students what they need and want in a text.

For instance...

Exchange of product with something of value is fundamental to our economy and our society. The principles of marketing have been at the very core of these first exchanges. This text adopts the consumer-oriented, build-up approach to the understanding of marketing – we build on what students know and experience as consumers, and develop that knowledge through theory and application.

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