



Marketing: An Introduction, Student Value Edition Plus 2014 MyMarketLab with Pearson eText -- Access Card Package (12th Edition)

By Armstrong, Gary; Kotler, Philip

Prentice Hall, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. PackagesAccess codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental booksf you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codesAccess codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Normal 0 false false false EN-US X-NONE X-NONE "Marketing: An Introduction" is intended for use in undergraduate Principles of Marketing courses. It...



READ ONLINE
[1.55 MB]

Reviews

The publication is fantastic and great. It really is basic but shocks from the 50 percent from the ebook. Its been written in an remarkably easy way in fact it is only soon after i finished reading this ebook in which really changed me, alter the way in my opinion.

-- **Jayme Kuhlman**

Very helpful for all type of individuals. It is amongst the most incredible ebook i have got study. I am just very easily could get a satisfaction of reading a composed publication.

-- **Mikayla Romaguera**