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analytical and financial thinking to that chapter's concepts and links the chapter to the Marketing by the Numbers appendix.

Kotler & Armstrong, Principles of Marketing plus Pearson ...

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Financial aspects of marketing management

Unlike many marketing communications texts Integrated Marketing Communications, as its title suggests, takes an explicitly integrated approach to the subject. Whilst a number of the chapters have been contributed by experts in their field, David Pickton and Amanda Broderick have created a comprehensive and cohesive textbook.

Pickton & Broderick, Integrated Marketing ... - Pearson

Principles of Marketing, 3e provides both students and lecturers with a comprehensive introduction to all aspects of modern marketing. It takes a rigorous, practical and managerial approach to issues and problems across the marketing mix.

Principles of Marketing: European Edition - pearson.com

Financial Services Marketing is an ideal introduction to this important sector, clearly demonstrating how marketing theory is applied in practice. Logically structured around the core marketing principles (buyer behaviour, segmentation, product development, distribution, pricing and promotion), the book is exceptionally clear and well written.

Pearson - Financial Services Marketing - Dr Tina Harrison

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Tapp, Principles of Direct and Database Marketing | Pearson

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The Business of Events Management - Pearson

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