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For undergraduate courses on the Principles of Marketing. An introduction to the world of marketing using a proven, practical, and engaging approach Marketing: An Introduction shows students how customer value--creating it and capturing it--drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package. The Thirteenth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. Also Available with MyMarketingLabTM This title is also available with MyMarketingLab--an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for: 0134472497 / 9780134472492 Marketing: An Introduction Plus MyMarketingLab with Pearson eText -- Access Card Package Package consists of: 013414953X / 9780134149530 Marketing: An Introduction 0134132351 / 9780134132358 MyMarketingLab with Pearson eText -- Access Card -- for Marketing: An Introduction

For undergraduate principles of marketing courses. This ISBN is for the bound textbook, which students can rent through their bookstore. An introduction to marketing using a practical and engaging approach Marketing: An Introduction shows students how customer value -- creating it and capturing it -- drives effective marketing strategies. The 14th Edition reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement, and relationships, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. Through updated company cases, Marketing at Work highlights, and revised end-of-chapter exercises, students are able to apply marketing concepts to real-world company scenarios. This title is also available digitally as a standalone Pearson eText, or via Pearson MyLab Marketing which includes the Pearson eText. These options give students affordable access to learning materials, so they come to class ready to succeed. Contact your Pearson rep for more information.

"In a lively conversational style, Robert Hartley provides play-by-play analyses of actual decisions and practices that led to major marketing wars, comebacks, crises, and triumphs in top corporations. Hands-on exercises and debates invite you to immerse yourself in various situations. These real-life war stories are packed with practical tips and learning experiences that can serve you throughout your career."--BOOK JACKET.

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Administer drugs safely and prevent drug errors with accurate, up-to-date drug information! Concise and easy to understand, Introduction to Pharmacology, 12th Edition provides drug monographs with key information such as generic and trade names, indications, common adverse effects, and typical adult and pediatric dosages. Drug entries are organized by classification, and include the newest FDA-approved drugs. Coverage of special situations highlights the unique issues of drug therapy in children, pregnant and nursing women, and older adults. To provide a solid foundation for safe practice, authors Mary Asperheim Favaro and Justin Favaro also address the principles of pharmacology and the basic math needed to calculate drug dosages. Straightforward, easy-to-digest drug monographs focus on essential information including drug names (both generic and trade), need-to-know drug information, and typical drug dosages. Math review refreshes your knowledge of basic math and provides practice in drug dosage calculation. Considerations boxes highlight the unique safety issues of drug therapy in children, pregnant and nursing women, and older adults. Clinical Implications in each chapter relate drug content to safe and effective drug administration and patient teaching. Herb Alert boxes highlight herb-drug interactions and contraindications for the safety of patients relying on complementary and alternative therapies. Critical Thinking Questions in most chapters let you apply concepts to realistic clinical situations and issues. Review Questions at the end of each chapter help you assess your mastery of the material, with answers in the back of the book. UNIQUE! Drug Therapy in Women chapter addresses the special considerations of drug therapy in women. UNIQUE! Molecular and Targeted Therapies chapter covers emerging drugs that are aimed at specific tissues, genes, and target organs. Updated drug information keeps you current with the most recent FDA drug approvals and withdrawals, as well as changes in indications, therapeutic uses and warnings. NEW Drug Therapy in Children chapter discusses drug therapy for ADHD, immunizations, and allergies. NEW Interactions chapter covers drug-drug, drug-herb, drug-food, and drug-condition interactions, along with drug toxicity. Expanded content on drug therapy in

women addresses chronic fatigue syndrome, postpartum depression, drug safety during pregnancy and lactation, migraine preventative therapy, menstrual abnormalities, and menopause.

The exciting new edition of Marketing continues the established tradition of adding value far beyond the expectations of students and instructors. Extensive research has been done to ensure this edition provides a comprehensive, up-to-the-minute introduction to the field of marketing. Key principles are illustrated by hundreds of fresh, new examples, while the latest concepts and theories are covered in detail with numerous illustrations. Organized around the marketing mix, this thoroughly revised text provides students with an exhilarating first introduction to the dynamic world of marketing.

Built on a strong foundation, Basic Marketing 19e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault franchise was the pioneer of the "four Ps" in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent "best practices," and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers.

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