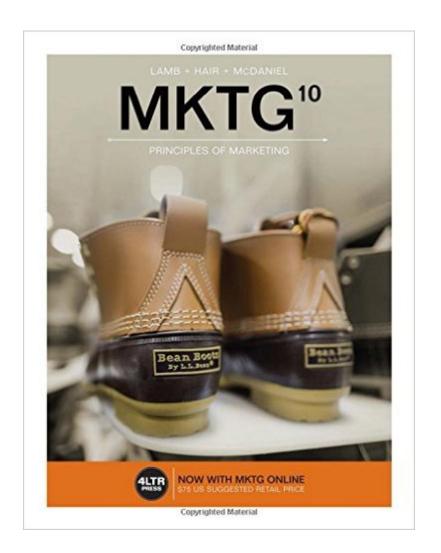
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MKTG (with MKTG Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)





Synopsis

Through ongoing research into students' workflows and preferences, MKTG from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore MKTG anywhere, anytime, and on most devices with MKTG Online! With the intuitive StudyBitsâ,,¢ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, MKTG with MKTG Online engages students of all generations and learning styles, and integrates seamlessly into your Principles of Marketing course. MKTG features updated statistics and examples throughout the traditional text and includes a boosted collection of online assessment content within the Online experience. Each chapter has added a Drag and Drop, Fill-in-the-Blank Problem and Matching question.

Book Information

Series: New, Engaging Titles from 4LTR Press Paperback: 392 pages Publisher: Cengage Learning; 10 edition (February 3, 2016) Language: English ISBN-10: 130563182X ISBN-13: 978-1305631823 Product Dimensions: $8.4 \times 0.7 \times 10.7$ inches Shipping Weight: 2.1 pounds (View shipping rates and policies) Average Customer Review: 4.9 out of 5 stars Â See all reviews (9 customer reviews) Best Sellers Rank: #11,798 in Books (See Top 100 in Books) #15 in Books > Textbooks > Business & Finance > Marketing #109 in Books > Business & Money > Marketing & Sales > Marketing #3460 in Books > Reference

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