

# Essentials *of* Marketing

A GLOBAL-MANAGERIAL APPROACH

William D. Perreault, Jr. E. Jerome McCarthy



# Basic Marketing Student Pkg 1 Text Student Cd Rom Powerweb Apps 02 03

**Gary Armstrong, Philip Kotler**



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there have been constant changes in marketing management and the marketing environment Some of the changes have been dramatic and others have been subtle As a result the authors have made ongoing changes to the text to reflect marketing s best practices and ideas What s different about Basic Marketing The success of this franchise is not the result of a single strength or one long lasting innovation Other text books have adopted the four Ps framework and the Perreault author team has continuously improved the book The text s four Ps framework managerial orientation and strategy planning focus have proved to be foundation pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package 1 Essentials of Marketing teaches students analytical abilities and how to do it skills that prepare them for success The author team has deliberately included a variety of examples explanations frameworks models classification systems cases and how to do it techniques that relate to our overall framework for marketing strategy planning Similarly the Marketing Plan Coach on the Student CD and the text website helps students see how to create marketing plans Taken together these items speed the development of marketing sense and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way They are practical and they work 2 As opposed to many other marketing text books the authors emphasize careful integration of special topics Some textbooks treat special topics like relationship marketing international marketing services marketing marketing and the Internet marketing for nonprofit organizations marketing ethics social issues and business to business marketing in separate chapters The authors deliberately avoid doing that because they are convinced that treating such topics separately leads to an unfortunate compartmentalization of ideas 3 The comprehensive package of materials gives your customer the flexibility to teach marketing their way or for the student the ability to learn marketing their way *Essentials of Marketing* William D. Perreault, 2002-11-01 Essentials of Marketing is a brief version of Basic Marketing the worldwide market leading Principles text Basic Marketing and Essentials of Marketing are the first books to develop and present the 4Ps framework Product Price Place Promotion which describes the components of the marketing mix and forms the foundation of Marketing Like Basic Marketing Essentials of Marketing offers a very thorough integration of the latest marketing themes topics and examples woven throughout While Essentials of Marketing is a brief text it is not a cut and paste of Basic Marketing It is written carefully thoroughly and specifically to be suitable for shorter Marketing courses Author Bill Perreault shows this same dedication to the supplements package Where most principles of marketing texts have separate supplement authors Bill Perreault creates every item in the package This unique involvement ensures quality accuracy and reliability Essentials of Marketing (Student Package #4) W/ Applications in Basic Marketing 2004-05 William D. Perreault, Jr., E. Jerome McCarthy, 2004-07 Essentials of Marketing is a brief version of Basic Marketing the worldwide market leading Principles text Basic Marketing and Essentials of Marketing are the first books to develop and present the 4Ps framework Product Price Place Promotion which describes the components of the marketing mix and forms the foundation of Marketing Like Basic

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