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Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange and satisfy individual and organisational objectives. Nonetheless, this definition does not take the competition factor into account.

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Principles & Practice of Marketing, 5th edition is the ultimate learning resource for all marketing students, demonstrating the essential marketing principles in an accessible and relevant manner. With its established authority and reputation, the new edition of this best-selling textbook maintains its position as the discerning choice for introductory marketing modules at undergraduate or MBA level.

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Principles and Practice of Marketing is back for a seventh edition and continues to set the benchmark for achievement in introductory marketing courses across Europe. This edition has been rigorously updated by Professor David Jobber and new co-author Fiona Ellis-Chadwick to offer a contemporary perspective on marketing, with the latest digital developments and ethical accountability emphasized throughout.

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Principles of Marketing by Tanner & Raymond articulates the core principles of marketing with accuracy and precision. There is a tight linkage (typically through use of web links) to established definitions (e.g., AMA) and conceptual frameworks (e.g., Product and Market Entry strategies) that have come to reflect the established body of ...