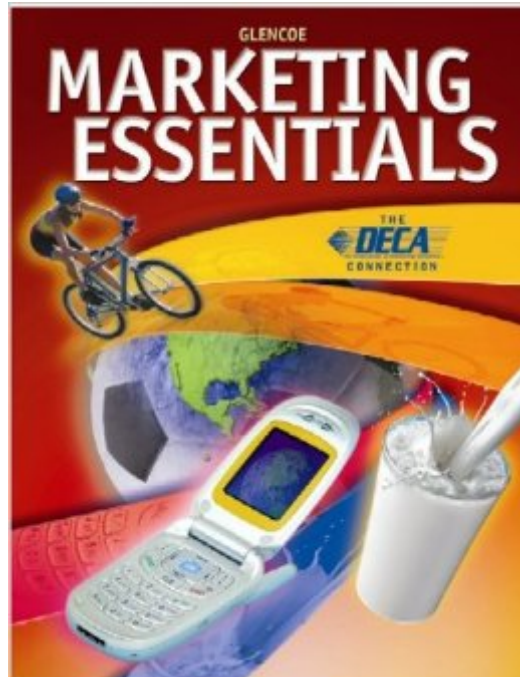


The book was found

Marketing Essentials, Student Edition



Synopsis

The number one book in Marketing Education, Glencoe Marketing Essentials includes all of the current hot topics: e-marketing, marketing ethics, and international and cross-curricular marketing. Students get a step-by-step introduction to creating marketing plans; DECA prep activities help students gain confidence in using the skills they've learned. Marketing Essentials also provides teachers with all the support materials they need."

Book Information

Series: MARKETING ESSENTIALS

Hardcover: 875 pages

Publisher: McGraw-Hill Education (January 24, 2008)

Language: English

ISBN-10: 0078769043

ISBN-13: 978-0078769047

Product Dimensions: 8.7 x 1.6 x 11.2 inches

Shipping Weight: 4.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #648,957 in Books (See Top 100 in Books) #213 in [Books > Children's Books > Education & Reference > Money & Saving](#) #702 in [Books > Textbooks > Business & Finance > Marketing](#) #4329 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Grade Level: 9 - 12

Customer Reviews

I ordered this book for my son that is taking this class in high school and we wanted a copy for home. The new price was significantly more than this gently used price. We are both very satisfied with this purchase.

This was the first time I bought a school book and I was a little apprehensive buying it used. But it looks practically brand new and saved me about \$80. I am very pleased!

I needed this book for my daughter and the description was exactly what it said it would be. The price was right and it arrived sooner than promised.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Marketing Essentials, Student Edition No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples Products (Affiliate Marketing 101, Affiliate Marketing Empire)

Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3)

[Dmca](#)