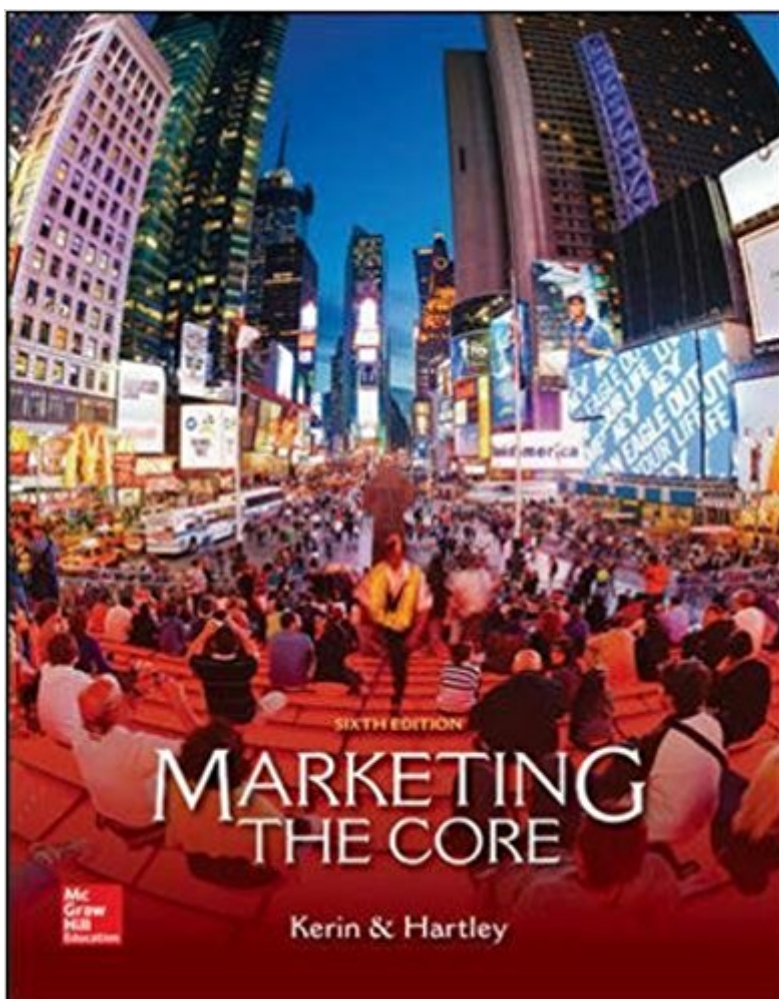


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Marketing: The Core (Access Code Not Included)



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Marketing: The Core 6e meets the needs of a wide spectrum of faculty—from professors who just want a solid textbook and a few key supplements, to those seeking a top-notch integrated digital program. Marketing: The Core's focus on decision making through extended examples, cases, and videos involving real people making real marketing decisions is only further bolstered by the author team's innovative pedagogical approach which stems from decades of classroom, college, and university experiences. Marketing: The Core's accessible, conversational writing style engages students through active learning techniques, while vivid descriptions of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—allow students to personalize marketing and identify possible career interests. Marketing: The Core is available through McGraw-Hill Connect[®], a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following:

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