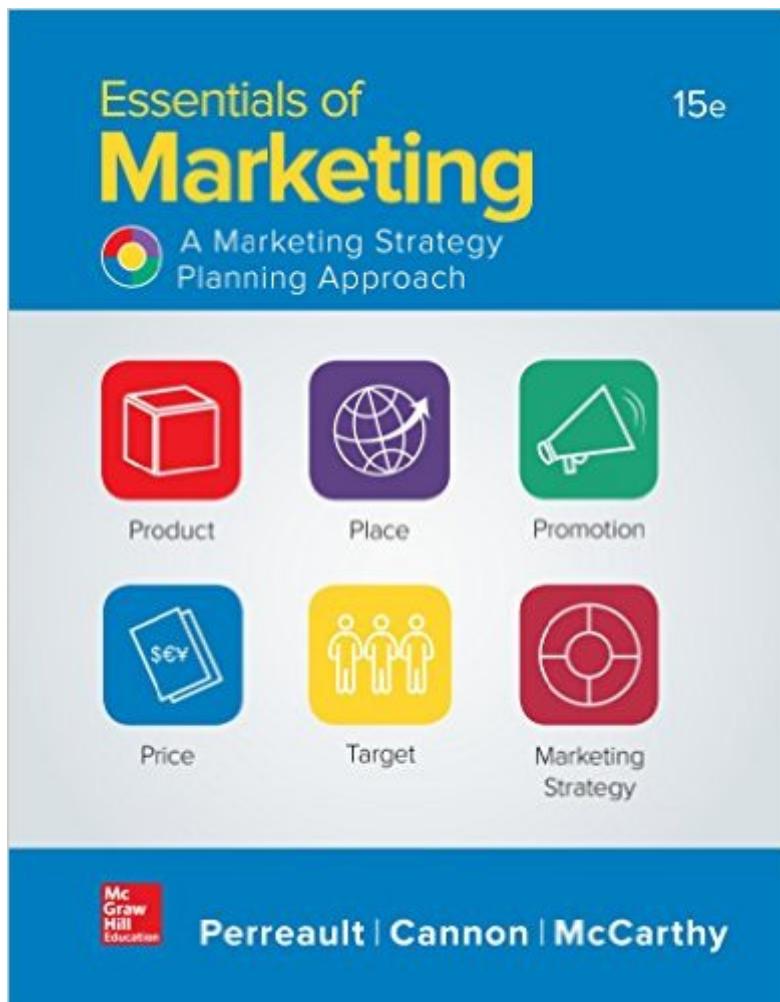


The book was found

# Essentials Of Marketing- LOOSELEAF - Standalone Book



## **Synopsis**

Marketing's pillar "Four Ps" framework was first introduced by Jerome McCarthy in the 1960s. Its managerial orientation and practical "How-To-Do-It" strategy planning approach continues with this newest 15th edition of *Essentials of Marketing: A Marketing Strategy Planning Approach*. *Essentials of Marketing* prepares students for success by teaching skills through examples, explanations, frameworks, models, classification systems, cases, and practical "how-to" techniques geared toward increasing analytical abilities and helping students figure out how to do a superior job of satisfying customers. Special topics like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organizations, ethics, social issues, and business-to-business marketing are integrated throughout.

## **Book Information**

Loose Leaf: 784 pages

Publisher: McGraw-Hill Education; 15 edition (January 13, 2016)

Language: English

ISBN-10: 1259573532

ISBN-13: 978-1259573538

Product Dimensions: 8.4 x 1 x 10.5 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #37,250 in Books (See Top 100 in Books) #125 in Books > Textbooks > Business & Finance > Marketing #376 in Books > Business & Money > Marketing & Sales > Marketing

## **Customer Reviews**

Joseph P. Cannon is a Dean's Distinguished Teaching Fellow and professor of marketing at Colorado State University. He has also taught at the University of North Carolina, Emory University, Instituto de Empresa (Madrid, Spain), INSEAD (Fontainebleau, France), and Thammasat University (Bangkok, Thailand). He has received several teaching awards and the N. Preston Davis Award for Instructional Innovation. Dr. Cannon's research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Operations Management*, *Journal of Personal Selling and Sales Management*, *Journal of Public Policy and Marketing*, *Antitrust Bulletin*, and the *Academy of Management Review*, among

others. He is a two-time recipient of the Louis W. and Rhona L. Stern Award for high-impact research on interorganizational issues. He has also written numerous teaching cases. Dr. Cannon has served on the editorial review boards of the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Operations Management, Journal of Personal Selling and Sales Management, and Journal of Marketing Education. The Journal of Marketing has honored Dr. Cannon with several distinguished reviewer awards. He served as chair of the American Marketing Association's Interorganizational Special Interest Group (IOSIG). Before entering academics, Dr. Cannon worked in sales and marketing for Eastman Kodak Company. William D. Perreault, Jr., is Kenan Professor of Business Emeritus at the University of North Carolina. Dr. Perreault is the recipient of the two most prestigious awards in his field: the American Marketing Association Distinguished Educator Award and the Academy of Marketing Science Outstanding Educator Award. He was also selected for the Churchill Award, which honors career impact on marketing research. He was editor of the Journal of Marketing Research and has been on the review board of the Journal of Marketing and other journals. The Decision Sciences Institute has recognized Dr. Perreault for innovations in marketing education, and at UNC he has received several awards for teaching excellence. His books include two other widely used texts: Basic Marketing and The Marketing Game! Dr. Perreault is a past president of the American Marketing Association Academic Council, served as chair of an advisory committee to the U.S. Census Bureau, and served as a trustee of the Marketing Science Institute. He has also worked as a consultant to organizations that range from GE and IBM to the Federal Trade Commission. Marketing lost one of its pioneers when E. Jerome "Jerry" McCarthy passed away at his home in East Lansing, Michigan in 2015. After earning a Ph.D. at the University of Minnesota, McCarthy joined the faculty at Notre Dame and became a Fellow in the prestigious Ford Foundation Program at Harvard, an experience that focused on how to make marketing management practice more rigorous and shaped his thoughts on the needs of students and educators. Jerry spent most of his career at Michigan State University, gaining a reputation for working with passion and purpose. Jerry received the AMA's Trailblazer Award in 1987 and was voted one of the "top five" leaders in marketing thought by marketing educators. Jerry was well known for his innovative teaching materials and texts, including Basic Marketing and Essentials of Marketing. These books changed the way marketing was taught by taking a managerial point of view. He also introduced a marketing strategy planning framework, organizing marketing decisions around the "4Ps" - product, place, promotion, and price. As these approaches became the standard in other texts, McCarthy continued to

innovate, including new materials in the digital realm. Today's marketing instructors owe a great debt to this innovative pioneer.

Came as a looseleaf. Pages completely mixed up. I had to go through each page to put it in order and place it in a 3 ring binder. Not what was expected

I ordered this for my daughter, taking a college course and needed this book , a little too expensive but she really needed it.

Does the book (new) come with connect code?

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

Essentials of Marketing- LOOSELEAF - Standalone book Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 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) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing LooseLeaf for Advanced Accounting (Irwin Accounting) - Standalone book Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building

Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Essentials of Marketing Research (Irwin Marketing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)