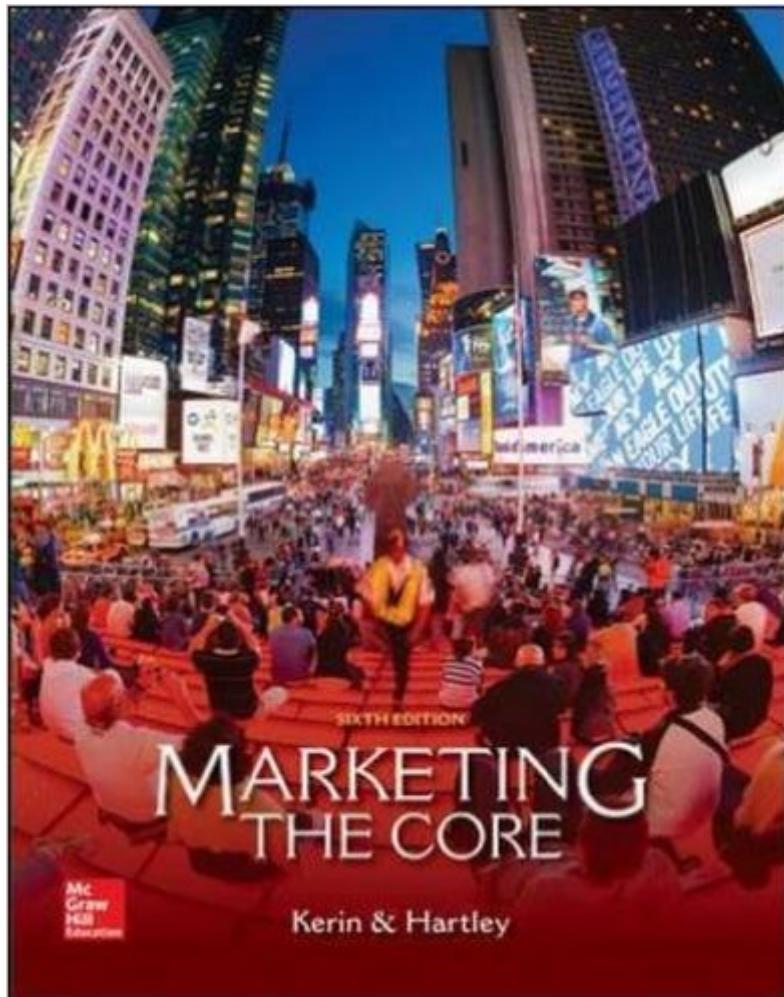


The book was found

Marketing: The Core (Access Code Not Included)



Synopsis

Marketing: The Core 6e meets the needs of a wide spectrum of facultyâ 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 entrepreneursâ through cases, exercises, and testimonialsâ allow students to personalize marketing and identify possible career interests. Marketing: The Core is available through McGraw-Hill ConnectÂ®, a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following:â ¢ SmartBookÂ® - an adaptive digital version of the course textbook that personalizes the reading experience based on how well students are learning the content.â ¢ Access to homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course. Auto-graded assignments in Connect Marketing include iSeel! concept animations, video cases, and other application exercises that challenge students to apply concepts. Contact your Learning Technology Representative for a complete list of assignments by chapter and learning outcome.â ¢ Progress dashboards that quickly show students how they are performing on assignments, with tips for improvement.â ¢ The option to purchase (for a small fee) a print version of the book. This binder-ready, loose-leaf version includes free shipping. Complete system requirements to use Connect can be found [here](#).

Book Information

Paperback: 576 pages

Publisher: McGraw-Hill Education; 6 edition (January 16, 2015)

Language: English

ISBN-10: 007772903X

ISBN-13: 978-0077729035

Product Dimensions: 9 x 0.7 x 10.7 inches

Shipping Weight: 2.2 pounds ([View shipping rates and policies](#))

Average Customer Review: 4.2 out of 5 starsÂ See all reviewsÂ (19 customer reviews)

Best Sellers Rank: #17,699 in Books (See Top 100 in Books) #24 inÂ Books > Textbooks > Business & Finance > Marketing #168 inÂ Books > Business & Money > Marketing & Sales >

Customer Reviews

Marketing: The Core - Rented the book for this semester's class for \$26.00. Thought I was getting a great deal, but no where does it say there should be a registration key for an online simulation, which is not included in the rental. Now I have to buy the registration key for \$120, when I could have bought the book brand new, with the registration key for \$140 and would have saved money. Check with your school before purchase to find out if you will use the online simulation before renting this book.

Textbook required by my class, but is expensive for a e-book.

The book is in great shape and came exactly as described

I received a book in great shape, brand new! Awesome

I've used this text for years. Easy to understand.

Book was in excellent condition for my college son

The book i rented absolutely great.

Better than buying it!

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

Marketing: The Core (Access code not included) Interviewing: BONUS INCLUDED! 37 Ways to Have Unstoppable Confidence in Your Interview! (BONUS INCLUDED! 37 Ways to Have Unstoppable Confidence in Your Interview! GET THE JOB YOU DESERVE!) (Volume 1) Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: *FREE BONUS: 'SEO 2016' Included!* ... Marketing Strategies, Passive Income) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 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) Barron's PRAXIS CORE EXAMS: Core Academic Skills for Educators Barron's Core Focus: Grade 6 Test Practice for Common Core Barron's Core Focus: Grade 3 Test Practice for Common Core Barron's Core Focus: Grade 2 Test Practice for Common Core Strategies for Reading Assessment and Instruction in an Era of Common Core Standards: Helping Every Child Succeed, Pearson eText with Loose-Leaf Version - Access Card Package (5th Edition) How to Code in 10 Easy Lessons: Learn how to design and code your very own computer game (Super Skills) Ruby: Programming, Master's Handbook: A TRUE Beginner's Guide! Problem Solving, Code, Data Science, Data Structures & Algorithms (Code like a PRO in ... web design, tech, perl, ajax, swift, python,) Java Programming: Master's Handbook: A TRUE Beginner's Guide! Problem Solving, Code, Data Science, Data Structures & Algorithms (Code like a PRO in ... web design, tech, perl, ajax, swift, python) Php: Programming, Master's Handbook: A TRUE Beginner's Guide! Problem Solving, Code, Data Science, Data Structures & Algorithms (Code like a PRO in ... engineering, r programming, iOS development,) Python: Programming, Master's Handbook; A TRUE Beginner's Guide! Problem Solving, Code, Data Science, Data Structures & Algorithms (Code like a PRO ... engineering, r programming, iOS development) Winter Wonderland Adult Coloring Book With Bonus Relaxation Music CD Included: Color With Music Botanical Garden Adult Coloring Book With Bonus Relaxation Music CD Included: Color With Music

[Dmca](#)