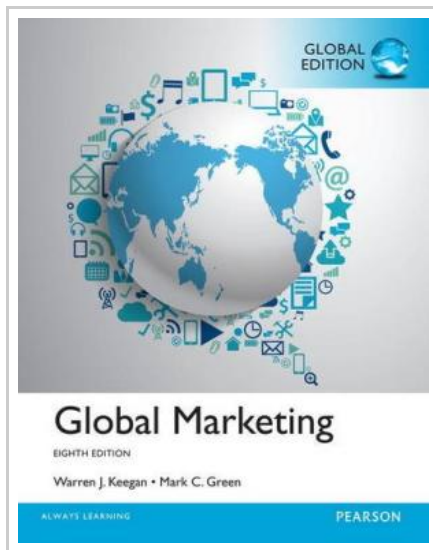




Global Marketing with MyMarketingLab (Mixed media product)

By Warren J. Keegan, Mark Green

Pearson Education Limited, United Kingdom, 2014. Mixed media product. Book Condition: New. Global ed of 8th revised ed. 275 x 215 mm. Language: N/A. Brand New Book. This package contains Keegan, Global Marketing 8e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. For undergraduate and graduate global marketing courses. This package includes MyMarketingLab. The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience-for you and your students. Here's how: *Bring Global Marketing to Life with Real-World Examples: The...



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