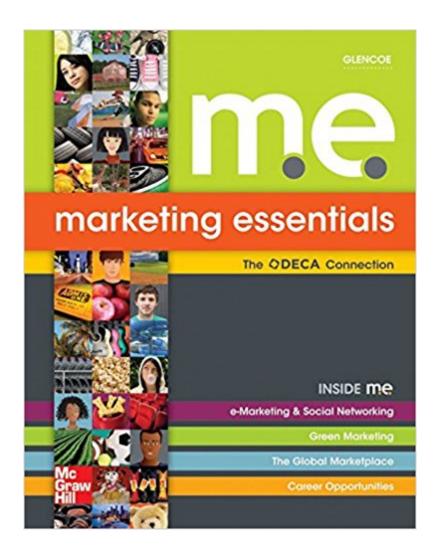


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Marketing Essentials, Student Edition





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Glencoe Marketing Essentials covers the very latest trends in marketing, including green marketing, marketing uses of social media, e-marketing, and global marketing. An all-new 'magazine feel' gives the book added interest, and it is available online with McGraw-Hill's exclusive Connect and Connect Plus. Using Connect teachers can manage their classes completely online, while students complete their work, which is checked and placed in a grade book for the teacher. Students can even use Connect to do their homework on a PPA, iPhone, or iPod Touch! Connect Plus adds an online student edition. Glencoe Marketing Essentials is correlated to the latest National Marketing Standards, and incorporates academic content and research-based reading strategies throughout the text. DECA Connection features help students prepare for competitive events. Marketing Essentials meets all Perkins standards for academic rigor, relevancy, and relationships."

Book Information

Series: MARKETING ESSENTIALS

Hardcover: 1024 pages

Publisher: McGraw-Hill Education; 1 edition (November 1, 2010)

Language: English

ISBN-10: 007895312X

ISBN-13: 978-0078953125

Product Dimensions: 8.6 x 1.6 x 11.1 inches

Shipping Weight: 5 pounds

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