

Marketing: The Core By Roger A. Kerin

Marketing e publicidade dges

Kerin The Core provides students and instructors with a fresh and exciting introduction to marketing, **Marketing books** The Fifth Canadian Edition builds on the strengths of the previous editions adding new elements that make the material even more interactive engaging and relevant, **Marketing degree online** The Core is designed so that students learn and enjoy learning about marketing. It is current. It is real. It reflects marketing in Canada. Marketing: The Core

