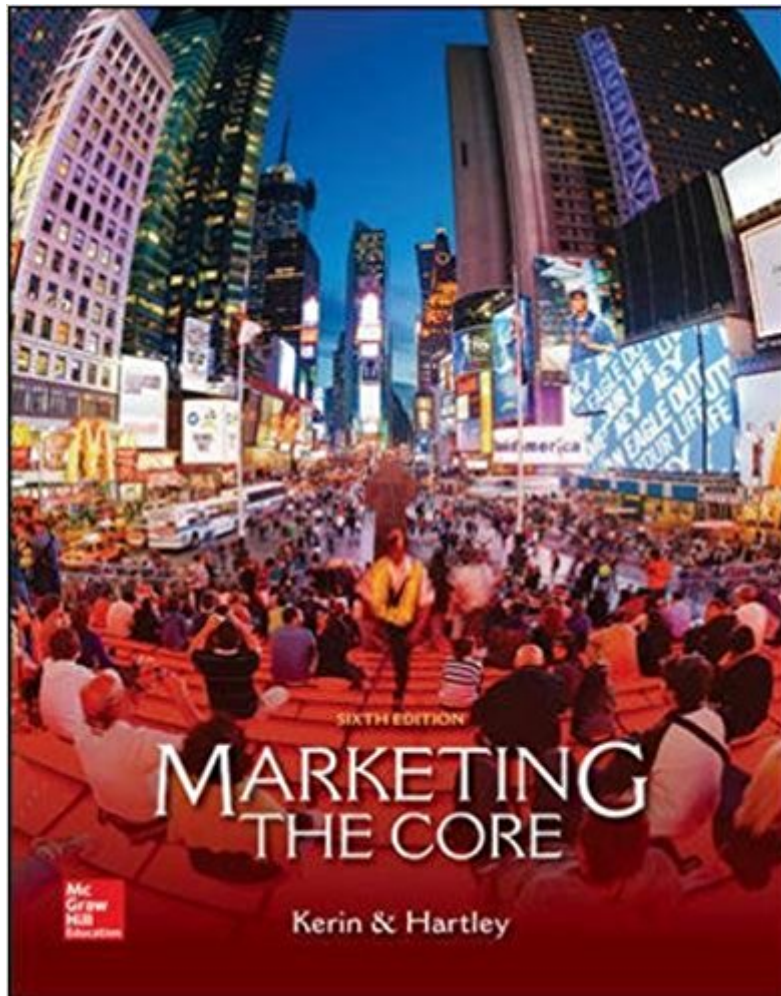




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# Marketing: The Core (Access Code Not Included)



## Synopsis

Marketing: The Core 6e meets the needs of a wide spectrum of faculty—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 entrepreneurs—through cases, exercises, and testimonials—allow students to personalize marketing and identify possible career interests. Marketing: The Core is available through McGraw-Hill Connect<sup>®</sup>, a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following:

- SmartBook<sup>®</sup> - an adaptive digital version of the course textbook that personalizes the reading experience based on how well students are learning the content.
- Access to homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course.
- Auto-graded assignments in Connect Marketing include iSeelt! concept animations, video cases, and other application exercises that challenge students to apply concepts.

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- Progress dashboards that quickly show students how they are performing on assignments, with tips for improvement.
- 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: 8.6 x 0.9 x 10.8 inches

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

Average Customer Review: 4.1 out of 5 stars 29 customer reviews

Best Sellers Rank: #1,182 in Books (See Top 100 in Books) #2 in Books > Textbooks >

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## Customer Reviews

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Came in right when I needed it, and I use it everyday so thank you

Like new condition with damage on spine side of cover. I really enjoyed this book and recommend it to anyone seeking to learn more about marketing.

Book was in excellent condition for my college son

In excellent shape!

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Just fine

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