



Contemporary Marketing

By Boone, Louis E., Kurtz, David L.

South-Western College Pub, 2015. Condition: New. Presents the proven, premier teaching and learning resource for foundational marketing courses. This title helps you provide thorough coverage of essential marketing principles, exploring all components of the marketing mix, and providing practical guidance to help students prepare for successful marketing careers. Num Pages: 768 pages. BIC Classification: KJS. Category: (G) General (US: Trade). Dimension: 285 x 236 x 31. Weight in Grams: 1864. . 2015. 17th Edition. Hardcover.



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