

# [PDF] Marketing: The Core

Roger Kerin, Steven Hartley, William Rudelius - pdf download free book

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#### Books Details:

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#### Description:

**Marketing: the Core 4/e** by Kerin, Hartley and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. *Marketing: the Core* utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of *Marketing: the Core* and serve as the core of the text and its supplements as they evolve and adapt to

changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:

**High Engagement Style** - Easy-to-read, interactive, writing style that engages students through active learning techniques.

**Personalized Marketing** - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that allows students to personalize marketing and identify possible career interests.

**Marketing Decision Making** - The use of extended examples, cases, and videos involving people making marketing decisions.

**Integrated Technology** - The use of powerful technical resources and learning solutions.

**Traditional and Contemporary Coverage** - Comprehensive and integrated coverage of traditional and contemporary concepts.

**Rigorous Framework** - A pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, and supportive student supplements.

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Marketing: The Core is available through McGraw-Hill Connect(r), a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following: SmartBook(r) - 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. Marketing: The Core 8th Edition. by Roger Kerin (Author), Steven Hartley (Author). 4.4 out of 5 stars 71 ratings. See all formats and editions Hide other formats and editions. Price. New from. Used from. What is Marketing. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its shareholders. It is also the process of finding, creating and retaining profitable customers. The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. ~. Peter Drucker. Core Concepts of Marketing as defined by Dr. Philip Kotler in his widely acclaimed book - Marketing Management. In this article we go step by step to all seven facets which make the core concepts of Marketing.Â In this article, we talk about the Core Concepts of Marketing as put forward by Dr Philip Kotler. As Dr Kotler defines; Marketing Management is a social and managerial process by which individuals or firms obtain what they need or want through creating, offering, exchanging products of value with each other.