



Taking Sides. Clashing Views on Controversial Issues in Marketing: Marketing with PowerWeb

By Abhijit Roy Barton Macchiette

Mcgraw-Hill Higher Education, 2000. Broschiert. Book Condition: Neu. "Neu Neuware; original eingeschweisst; Rechnung mit MwSt.; new item, still sealed; Bestellungen bis 15 Uhr werden am gleichen Werktag verschickt.; This debate style reader is designed to introduce students to controversies in marketing. The readings, which represent the arguments of leading business professionals and marketing researchers, reflect a variety of viewpoints and have been selected for their liveliness and substance and because of their value in a debate framework. This new title will be a beneficial tool to encourage critical thinking on important issues in marketing today. It is packaged with PowerWeb: Marketing. PowerWeb: Marketing is a password-protected Web site that offers professors a turnkey solution for adding the Internet to a course. It includes current articles from "Annual Editions": marketing, curriculum-based materials, weekly updates with assessment, informative and timely world news, refereed Web links, research tools, student study tools, interactive exercises, and much more.; - This debate style reader is designed to introduce students to controversies in marketing. The readings, which represent the arguments of leading business professionals and marketing researchers, reflect a variety of viewpoints and have been selected for their liveliness and substance and because of their...



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