



Basic Marketing (Irwin/Mcgraw-Hill Series in Marketing)

William S. Perreault

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The 15th Edition of "Basic Marketing" by Perreault and McCarthy builds upon its pioneering beginnings that introduced the 'four Ps' to the introductory marketing course. The unifying focus of "Basic Marketing" has always been on how to make the marketing decisions that a manager must make in deciding what customers focus on and how best to meet their needs. Over many editions there has been constant changes in marketing management and the marketing environment. At the crux of "Basic Marketing" by Perreault and McCarthy is the thorough integration of the latest marketing themes, topics, and examples - all of which have been carefully blended with the text's traditional strengths of clear, accessible communication, a focus on management decision-making in marketing, and the complete coverage of special topics like technology, ethics, global, relationship marketing, and services.

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