

Fundamentals Of Marketing

by William J Stanton; Charles Futrell

19 Sep 2011 - 13 min - Uploaded by Steven Van Hook Basic marketing principles, terms and concepts. Marketing Fundamentals. Steven Van Hook Fundamentals of Marketing: Amazon.co.uk: Marilyn A. Stone, John Fundamentals of Marketing Management Textbook. Title : Fundamentals of Marketing Management Textbook Pages : 260 , Paperback; 210 X 275 mm approx. Fundamentals of Marketing for NFP and Public Sector Fundamentals of Marketing is a Business undergraduate level 1 unit offered by Swinburne University of Technology through Open Universities Australia. Fundamentals of Marketing Management slide. mcMiniToolbar Handle. HANDLE FOR. SLIDE NOTES WINDOW. (mcSlideNotesContainer). SLIDE NOTES. 100. SLIDE 100 OF 160. PRESENTATION All students come into this course with some knowledge concerning marketing because, as consumers, students are continuously exposed to marketing . Marketing Fundamentals Australian Institute of Management 7 Apr 2008 - 9 min - Uploaded by Steven Van Hook Key marketing terms and concepts. More free learning resources: [http:// howtomarketing.us](http://howtomarketing.us).

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