



Fundamentals of Marketing

J.B. (Ian) McCall

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The text analyzes the marketing mix: product development, pricing, promotion (and communications marketing) and place (channels of distribution). It also emphasizes the role of Marketing Information Systems (MIS) using internal reporting, marketing intelligence and marketing research including the contribution from marketing research agencies and reviews the role of technology, e-commerce and the Internet in supporting successful marketing.

Featuring a support website that provides student and lecturer resources, *Fundamentals of Marketing* conveys the main principles of marketing in a challenging yet accessible manner and provides the reader with insights into the workings of marketing today.

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