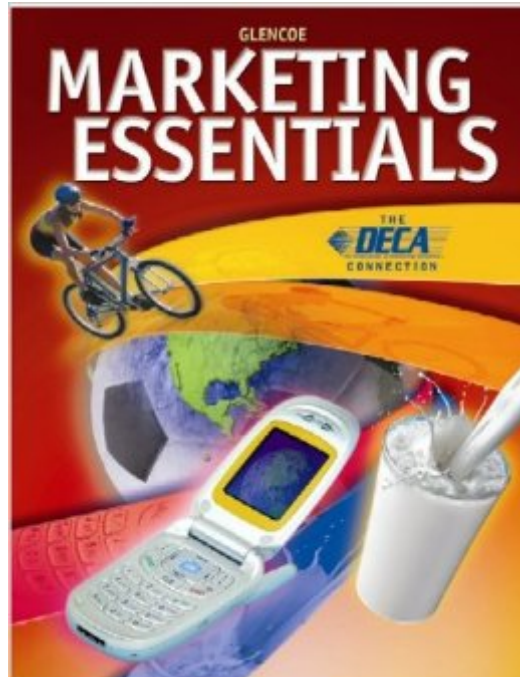


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# Marketing Essentials, Student Edition



## Synopsis

The number one book in Marketing Education, Glencoe Marketing Essentials includes all of the current hot topics: e-marketing, marketing ethics, and international and cross-curricular marketing. Students get a step-by-step introduction to creating marketing plans; DECA prep activities help students gain confidence in using the skills they've learned. Marketing Essentials also provides teachers with all the support materials they need."

## Book Information

Series: MARKETING ESSENTIALS

Hardcover: 875 pages

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ISBN-13: 978-0078769047

Product Dimensions: 8.7 x 1.6 x 11.2 inches

Shipping Weight: 4.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (6 customer reviews)

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Grade Level: 9 - 12

## Customer Reviews

I ordered this book for my son that is taking this class in high school and we wanted a copy for home. The new price was significantly more than this gently used price. We are both very satisfied with this purchase.

This was the first time I bought a school book and I was a little apprehensive buying it used. But it looks practically brand new and saved me about \$80. I am very pleased!

I needed this book for my daughter and the description was exactly what it said it would be. The price was right and it arrived sooner than promised.

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