

Marketing: An Introduction

By Rosalind Masterson, David Pickton

Download now

Read Online

Marketing: An Introduction By Rosalind Masterson, David Pickton

Watch the video walkthrough to find out how your students can make the best use of the interactive resources that come with the new edition!

With each print copy of the new 3rd edition, students can receive **FREE** access to the interactive eBook* giving them the flexibility to learn how, when and where they want.

An individualized code on the inside back cover of each book gives access to an online version of the text on Vitalsource Bookshelf® and allows students to access the book from their computer, tablet, or mobile phone and make notes and highlights which will automatically sync wherever they go.

Green coffee cups in the margins link students directly to a wealth of online resources. Click on the links below to see or hear an example of:

- **Watch** videos to get a better understanding of key concepts and provoke in-class discussion
- **Visit** websites and templates to help guide students' study
- A dedicated **Pinterest** page with wealth of topical real world examples of marketing that students can relate to the study
- A **Podcast series** where recent graduates and marketing professionals talk about the day-to-day of marketing and specific marketing concepts

For those students always on the go, **Marketing an Introduction 3rd edition** is also supported by **MobileStudy** – a responsive revision tool which can be accessed on smartphones or tablets allowing students to revise anytime and anywhere that suits their schedule.

New to the 3rd edition:

- Covers topics such as digital marketing, global marketing and marketing ethics
- Places emphasis on employability and marketing in the workplace to help students prepare themselves for life after university
- Fun activities for students to try with classmates or during private study to help consolidate what they have learnt

(*Students must use Bundle ISBN: 978-1-4462-9642-4 to receive free access to the interactive eBook, which is only available through Vitalsource eBook)

Download Marketing: An Introduction ...pdf

Read Online Marketing: An Introduction ...pdf

Marketing: An Introduction

By Rosalind Masterson, David Pickton

Marketing: An Introduction By Rosalind Masterson, David Pickton

Watch the video walkthrough to find out how your students can make the best use of the interactive resources that come with the new edition!

With each print copy of the new 3rd edition, students can receive **FREE** access to the interactive eBook* giving them the flexibility to learn how, when and where they want.

An individualized code on the inside back cover of each book gives access to an online version of the text on Vitalsource Bookshelf® and allows students to access the book from their computer, tablet, or mobile phone and make notes and highlights which will automatically sync wherever they go.

Green coffee cups in the margins link students directly to a wealth of online resources. Click on the links below to see or hear an example of:

- **Watch** videos to get a better understanding of key concepts and provoke in-class discussion
- **Visit** websites and templates to help guide students' study
- A dedicated **Pinterest** page with wealth of topical real world examples of marketing that students can relate to the study
- A **Podcast series** where recent graduates and marketing professionals talk about the day-to-day of marketing and specific marketing concepts

For those students always on the go, **Marketing an Introduction 3rd edition** is also supported by **MobileStudy** – a responsive revision tool which can be accessed on smartphones or tablets allowing students to revise anytime and anywhere that suits their schedule.

New to the 3rd edition:

- Covers topics such as digital marketing, global marketing and marketing ethics
- Places emphasis on employability and marketing in the workplace to help students prepare themselves for life after university
- Fun activities for students to try with classmates or during private study to help consolidate what they have learnt

(*Students must use Bundle ISBN: 978-1-4462-9642-4 to receive free access to the interactive eBook, which is only available through Vitalsource eBook)

Marketing: An Introduction By Rosalind Masterson, David Pickton Bibliography

- Sales Rank: #4187709 in Books
- Published on: 2014-04-24
- Original language: English

- Number of items: 1
- Dimensions: 10.25" h x 7.50" w x 1.00" l, 2.79 pounds
- Binding: Paperback
- 608 pages

Download Marketing: An Introduction ...pdf

Read Online Marketing: An Introduction ...pdf

Download and Read Free Online Marketing: An Introduction By Rosalind Masterson, David Pickton

Editorial Review

Review
We were impressed with the quality of the companion website to this Higher Educational textbook. Whilst companion websites are nothing new and have been commonplace for over a decade, few invest the time and effort into the overall design and consider the benefit to the text and how it aids study. SAGE therefore raised the bar and added features you would normally expect to find with paid resources and, combined with the textbook, we felt this added real value to the student who is attempting to understand the concept of Marketing, at a Higher Educational level. (Judges Comments)

This is a really exciting introductory text that brings to life the key principles of marketing. It is packed with good examples of marketing in practice and students will find it highly accessible. (Pauline Maclaran)

A very good course support that also offers students interesting and updated case studies to study in groups during tutorials. This book provides a good balance of theoretical concepts and managerial insights to offer students a comprehensive introduction to the vast subject of marketing. (Veronique Pauwels-Delassus)

Great book. It provides an excellent overall understanding of the marketing discipline. It shows how to apply the key marketing concepts to different situations by using several interesting up-to-date examples and illustrations which makes this book very easy to read. It is a great book for any undergraduate student who wishes to have an overview of the key elements of marketing. (Magdalena Gonzalez Triay)

Love this book! It’s quirky, funny and entertaining – ideal for students new to marketing and I think the students will engage well with it. I like the fact that it isn’t too “Americanised”, so will appeal to the UK students. It is set out well and easy to follow and ties in nicely with the syllabus.

(Hilary Bishop)

As a course team we felt that this book met our students’ needs, the chapters were of a manageable size and that it fitted well within a 12-week introductory course. The case studies were interesting and the online material accessible for both the students and the lecturers. (Charlotte Lystor)

A good starter text for non-business studies candidates wanting to ease themselves into the literature. The layout and approach are very user friendly. (Veronica Eastham)

I found this book a really outstanding text that gives basic ideas in marketing in a simple and interesting way with many examples and illustrations. I think my students will find it very useful in their study of marketing. (Dr Tarig Eltayeb)

About the Author

Rosalind Masterson is a Chartered Institute of Marketing Chartered Marketer, a Member of the Academy of Marketing and a Fellow of the Institute of Higher Education. She was a Principal Lecturer at De Montfort University until 2013. She has taught extensively, and has been subject and programme leader, at both undergraduate and postgraduate levels. She has taught, and been external examiner, at a number of universities during an academic career spanning twenty years.

Rosalind’s commercial experience includes sales and marketing positions within IBM and Marketing Management for an IT consultancy. She ran her own marketing consultancy and freelance copywriting business for ten years.

David Pickton was Honorary Academic Fellow at De Montfort University having been founding member of its academic Marketing Department and its Head. He is Visiting Academic at the Universities of Birmingham, UK, and Vienna, Austria. He has been visiting lecturer and external examiner at over 20 universities in the UK and internationally.

He is an Editorial Board member of the ‘Journal of Marketing Communications’, ‘Innovative Marketing Journal’, and ‘Marketing Intelligence and Planning’, and, previously, on the ‘Journal of Brand Management’ and ‘Corporate Communications: An International Journal’. He has written numerous articles and contributed to various academic texts.

His commercial experience includes marketing management positions on both the client and agency sides of industry, directorship of his own business consultancy and providing executive marketing and management training.

His professional affiliations include Fellowships of the Chartered Institute of Marketing, the Royal Society of Arts and the Higher Education Academy.

Users Review

From reader reviews:

James Nadler:

Do you have favorite book? For those who have, what is your favorite's book? Reserve is very important thing for us to know everything in the world. Each guide has different aim or goal; it means that e-book has different type. Some people really feel enjoy to spend their time to read a book. They may be reading whatever they get because their hobby will be reading a book. Consider the person who don't like reading a book? Sometime, particular person feel need book after they found difficult problem as well as exercise. Well, probably you should have this Marketing: An Introduction.

Lawrence Richardson:

With other case, little people like to read book Marketing: An Introduction. You can choose the best book if you want reading a book. Given that we know about how is important any book Marketing: An Introduction. You can add know-how and of course you can around the world by just a book. Absolutely right, due to the fact from book you can understand everything! From your country until foreign or abroad you will end up known. About simple thing until wonderful thing you are able to know that. In this era, you can open a book or even searching by internet gadget. It is called e-book. You may use it when you feel weary to go to the library. Let's read.

Kevin Roark:

The reserve untitled Marketing: An Introduction is the book that recommended to you to learn. You can see the quality of the book content that will be shown to anyone. The language that article author use to explained their ideas are easily to understand. The writer was did a lot of investigation when write the book, so the information that they share for your requirements is absolutely accurate. You also could possibly get the e-book of Marketing: An Introduction from the publisher to make you much more enjoy free time.

Antonio Batts:

Is it an individual who having spare time and then spend it whole day by means of watching television programs or just lying on the bed? Do you need something new? This Marketing: An Introduction can be the response, oh how comes? It's a book you know. You are thus out of date, spending your time by reading in this new era is common not a geek activity. So what these publications have than the others?

Download and Read Online Marketing: An Introduction By Rosalind Masterson, David Pickton #SDMJEZQ0GCK

Read Marketing: An Introduction By Rosalind Masterson, David Pickton for online ebook

Marketing: An Introduction By Rosalind Masterson, David Pickton Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing: An Introduction By Rosalind Masterson, David Pickton books to read online.

Online Marketing: An Introduction By Rosalind Masterson, David Pickton ebook PDF download

Marketing: An Introduction By Rosalind Masterson, David Pickton Doc

Marketing: An Introduction By Rosalind Masterson, David Pickton Mobipocket

Marketing: An Introduction By Rosalind Masterson, David Pickton EPub

SDMJEZQ0GCK: Marketing: An Introduction By Rosalind Masterson, David Pickton