



## Principles of Contemporary Marketing (Fifteenth Edition)

---

By David L. Kurtz, Louis E. Boone

Cengage Learning India, 2013. Softcover. Book Condition: New. 5th or later edition. Greensburg, Inc. is a series of videos describing the rebuilding of Greensburg, Kansas, as a model green community following a tornado. The videos include case segments with critical-thinking questions designed to provoke classroom discussion and interaction. End-of-chapter video cases focus on the processes, strategies, and procedures of successful real-world companies in order to bring key concepts from the chapter to life for students. Highly effective end-of-chapter self-quizzes called "Assurance of Learning Review" include questions designed to quickly assess students' understanding of key concepts. Each chapter contains a "Career Readiness" (formerly titled "Etiquette Tips for Marketing Professionals") feature addressing important aspects of proper business etiquette, including communication, business dinners, and even the most effective way to build strong customer relationships. The text is supported by a full suite of teaching and learning supplements, including a Test Bank with more than 4,000 questions categorized by chapter objective, difficulty level, question type, and AACSB and Rubin/Dierdorff requirements an updated Instructor's Manual with detailed lecture outlines, collaborative learning exercises, answers to end-of-chapter questions, and a media guide and PowerPoint® presentations. A completely revised online student assessment suite of solutions are available to...



**READ ONLINE**  
[ 2.18 MB ]

### Reviews

*This is the finest book i have got study till now. It usually does not price a lot of. I found out this publication from my i and dad encouraged this book to understand.*

-- **Jamil Collins**

*Absolutely among the best book I have possibly go through. I have go through and that i am certain that i am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book i have got go through within my personal existence and could be he finest book for ever.*

-- **Brian Bauch**