

Covering introductory marketing theory in a concise and well-structured format, this fully revised and updated third Asia-Pacific edition of Essentials of Marketing enables students to easily understand and apply the principles of marketing. Providing a wealth of contemporary local and global examples, the text has also been restructured to present a consumer-oriented focus allowing students to better relate key concepts to their own experiences in the marketplace. Essentials of Marketing 3e paves the way for students to harness the power of marketing.

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Creating a great marketing strategy is like baking a pie – you don't want to leave out the most important ingredients. For many small business. In this course students will develop an understanding of fundamental marketing and strategy frameworks and methodologies. Through short case studies.

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