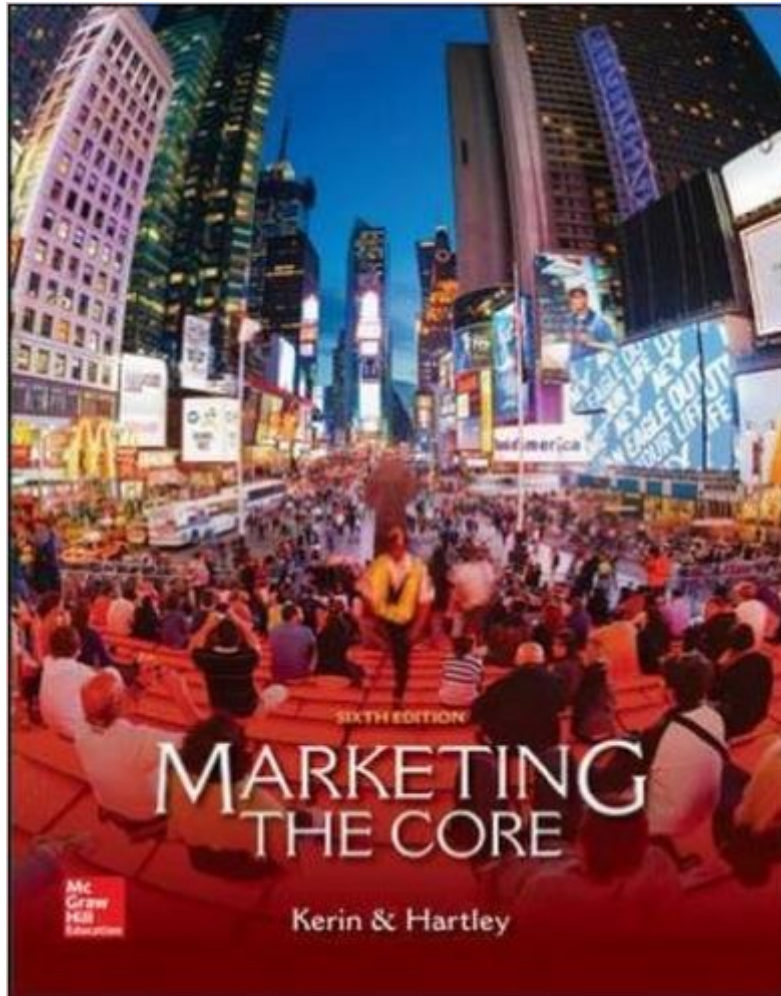


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# Marketing: The Core (Access Code Not Included)



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Marketing: The Core 6e meets the needs of a wide spectrum of faculty—from professors who just want a solid textbook and a few key supplements, to those seeking a top-notch integrated digital program. Marketing: The Core's focus on decision making through extended examples, cases, and videos involving real people making real marketing decisions is only further bolstered by the author team's innovative pedagogical approach which stems from decades of classroom, college, and university experiences. Marketing: The Core's accessible, conversational writing style engages students through active learning techniques, while vivid descriptions of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—allow students to personalize marketing and identify possible career interests. Marketing: The Core is available through McGraw-Hill Connect®, a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following:

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- Access to homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course.
- Auto-graded assignments in Connect Marketing include iSeelt! concept animations, video cases, and other application exercises that challenge students to apply concepts. Contact your Learning Technology Representative for a complete list of assignments by chapter and learning outcome.
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- The option to purchase (for a small fee) a print version of the book. This binder-ready, loose-leaf version includes free shipping.

Complete system requirements to use Connect can be found [here](#).

## Book Information

Paperback: 576 pages

Publisher: McGraw-Hill Education; 6 edition (January 16, 2015)

Language: English

ISBN-10: 007772903X

ISBN-13: 978-0077729035

Product Dimensions: 9 x 0.7 x 10.7 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

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