Contemporary Marketing 14 **Test Bank**

Test Bank Principles Of Marketing 14

Christine Ennew, Nigel Waite

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includes case studies from global companies such as Airbnb Amazon Apple Burberry eBay Etsy Google IKEA Nespresso Netflix Nike and Uber It also takes a social view of marketing featuring cases tied to the UN s PRME initiative to aid students in becoming sustainably minded individuals The book is complemented by online instructor resources including chapter specific PowerPoint slides an instructor manual flipped classroom activities as well as open access multiple choice questions with solutions videos case studies web links a glossary and American Marketing Association AMA journal articles for students

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