

## **Marketing Essentials (Glencoe)**

By McGraw-Hill



#### Marketing Essentials (Glencoe) By McGraw-Hill

Marketing Essentials is the top selling book in marketing education because it's clear, it's comprehensive, and it gives teachers the support materials they need. This popular text has been revised to include chapters on the most current topics in marketing, including e-marketing, marketing ethics, and international and cross-cultural marketing. Your students will get a step-by-step introduction to creating marketing plans, and DECA prep activities that help students feel more confident using the skills they've learned.



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