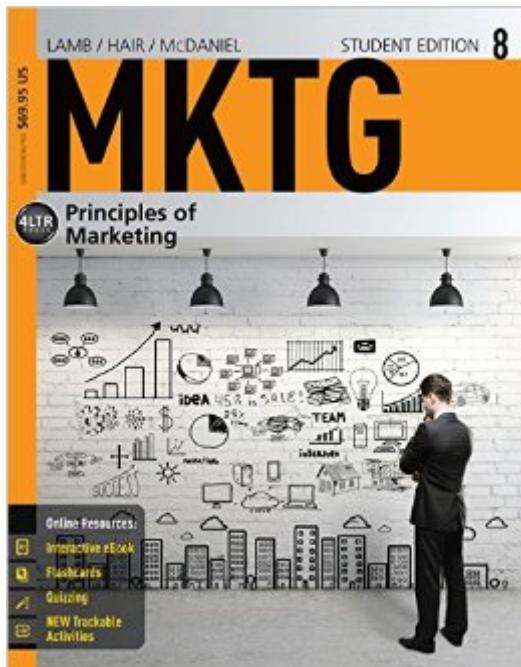


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Customer Reviews

Unless you have to have this book for class it is pretty awful. The chapters were really hard to follow and i felt like it was LOUD AND YELLING AT ME, through out the book. You may however like it better than i did.

Very imformative. Shame that I was unable to actually use it too often outside of my research papers and case studies since my professor teaches more from her slides than the book. Overall amazing book though. It's clear and concise and easy to read for those of you who don't like reading too much. Also provides examples and is up to date with current marketing trends. For reference, I'm taking Casey Newmeyer's MKMR 201 course at Case Western Reserve University (Weatherhead School of Management).

I'm sure the book is fantastic but it is virtually useless to me in class now because the access code

has been used and is now disabled - DESPITE SAYING IT COMES WITH VALID ACCESS CODE. False advertising. You should really offer a refund.

This was a textbook for a class. It's easy reading, the ideas are presented quickly and the examples given are great. If you're interested in basic marketing, this is a great book for you. However... it is very basic marketing. Even without having previous marketing experience, I could have skipped several chapters because it's something I already had known, like it was information that was common knowledge. However, having said that, I suppose there are people out there who may not know that. Like I said, if you want a surface level of knowledge, this book is great. Plus, it updates frequently, keeping itself relevant.

This book does what it needs to be done. Information is relayed easy, and of course it is inexpensive to most marketing books. Plus you get the benefit of the online course materials, this is where the book really shines, you have online quizzes and flashcards which makes studying so much easier

This book is very helpful and interesting. Dr. Lamb is a very knowledgeable person, and he knows everything about Marketing. I was lucky to listened to his lecture twice. He said that the first edition of the book did not even mention about internet. Now it appears in all over 20 chapters. Living in Texas, I found myself very attached to the examples and shopping hints that the book presents. I have never thought of Marketing to be so lively and applicable before (as persuading people was not what I am good at). If you are major in Business, definitely give this book a try. We should learn all aspect of the major in order to choose the best piece that we fit into.

It's really good book for marketing major or for people who love to know about marketing in general. Good examples and exercises help you to understand many concepts for the marketing field and the business world.

Excellent text for the money. This is real value! This undergrad level content exceeds expectations. The best feature is the pull-out chapter review cards in the back of the book which has a summary and has every pertinent definition on a single 2 page piece of light weight card stock. If you have some business admin experience you could learn the subject simply with the text. No class needed. However, I have a great professor who supplements the text and makes attending class a

worthwhile and valuable experience.

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