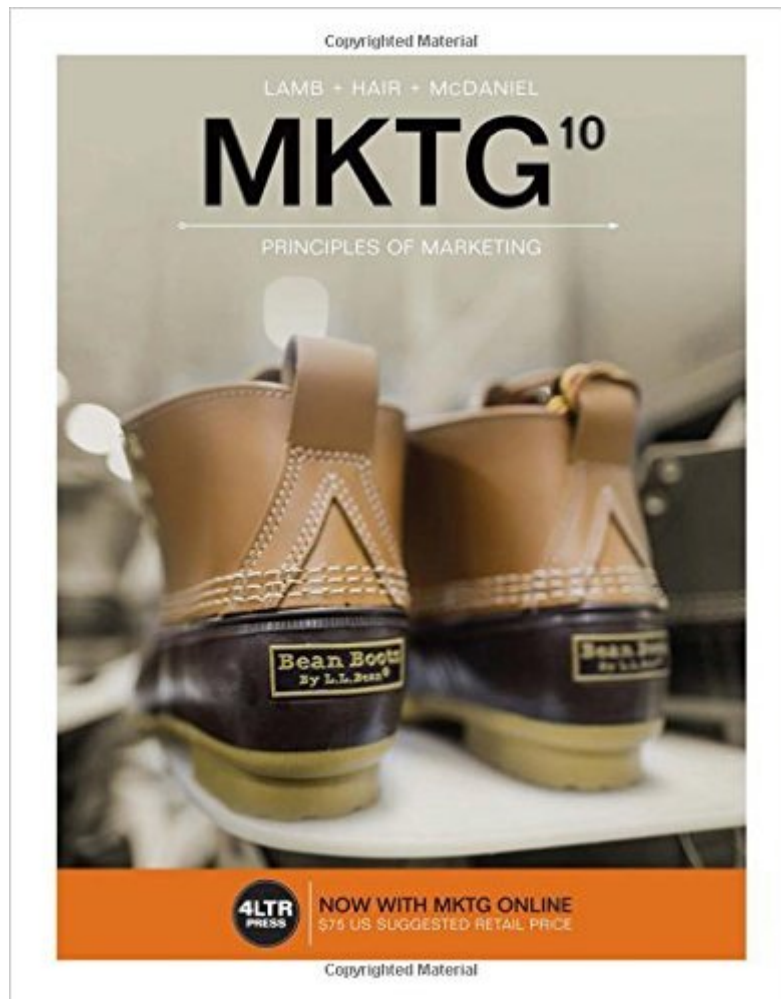


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# MKTG (with MKTG Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



## Synopsis

Through ongoing research into students' workflows and preferences, MKTG from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore MKTG anywhere, anytime, and on most devices with MKTG Online! With the intuitive StudyBits™ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, MKTG with MKTG Online engages students of all generations and learning styles, and integrates seamlessly into your Principles of Marketing course. MKTG features updated statistics and examples throughout the traditional text and includes a boosted collection of online assessment content within the Online experience. Each chapter has added a Drag and Drop, Fill-in-the-Blank Problem and Matching question.

## Book Information

Series: New, Engaging Titles from 4LTR Press

Paperback: 392 pages

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Average Customer Review: 4.9 out of 5 stars See all reviews (9 customer reviews)

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**Shorter Chapters** In a design that's easy to reference, 4LTR Press presents marketing content in a more convenient and accessible style, complete with visuals to help you better recall the content.

**Tear-Out Review Cards** At the back of the textbook, Tear-Out Review Cards provide a portable study tool containing all of the pertinent information for class and test preparation.

**Interactive problems** Students will encounter up to six interactive problems per chapter, including three new problems that have been introduced to MKTG 10. In addition, students will now be able to read and discuss Company Profiles that feature some of the top companies in the world and how they execute out their marketing campaigns.

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