



Instructor's Edition Marketing 10e: Marketing in the 21st Century

Joel R. Evans, Barry Berman

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The new 10th edition of Evans and Berman's Marketing 10e text continues its savvy transformation into a state-of-the-art multimedia package. The subtitle, Marketing in the 21st Century, signifies the focus on marketing concepts essential for the future success of any organization or person, presented in a technologically advanced pedagogical format. The print version has all the elements that you expect from Evans and Berman: comprehensive topical coverage, colorful design, cases, career material, etc.

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