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Marketing is the process of planning and
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promotion, and distribution of ideas, goods
and services to create exchange and satisfy
individual and organisational objectives.
Nonetheless, this definition does not take
the competition factor into account.

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Principles and Practice of Marketing is back for a seventh edition and continues to set the benchmark for achievement in introductory marketing courses across Europe. This edition has been rigorously updated by Professor David Jobber and new co-author Fiona Ellis-Chadwick to offer a contemporary perspective on marketing, with the latest digital developments and ethical accountability emphasized throughout.

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text provides students with a core understanding of the wider context of marketing operations within companies, illustrated with innovative examples of marketing in practice.

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