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Perfect for students of all backgrounds and interest levels, Pride and Ferrell's MARKETING 2014 combines a thorough overview of essential marketing principles with a visually engaging, reader-friendly presentation. This popular, proven text and a full range of supplemental learning resources (including eLectures, videos, and an interactive marketing plan) provide students with the knowledge and decision-making skills they'll need to succeed in today's competitive business environment. MARKETING 2014 includes the most current coverage of marketing strategies and concepts with extensive real-world examples including material on social networking and digital marketing. This edition has a new chapter on digital media and social networking that incorporates the latest research and trends in the ever-changing environment of e-marketing. You will find important topics drawn from the rapidly changing world of modern business including social and environmental responsibility, sustainability, globalization, entrepreneurship, and marketing through transitional times.

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Abbie says

Used as a textbook for a university intro to marketing course. Though my course "required" the 2016 edition, I noticed no difference in class (and class lectures were straight out of this textbook). The book is very accessible, though it would be useful to have some sort of economics background in the chapters dealing with pricing decisions. The book uses many relevant examples from commonly known companies to illustrate concepts. It's the kind of textbook you could pick up on your own and learn the subject just fine (as textbooks should be, in my opinion). If you have an interest in marketing, I'd definitely recommend this book.

Renee says

Really think this text book could work for anyone who is starting their own business or who is already operating a company. It helps a person understand the fundamentals of marketing. Must read...
