

INTRODUCING  
MARKETING  
THE CORE  
FIFTH EDITION  
EXPERIENCE LEADERSHIP INNOVATION

FIFTH EDITION

# MARKETING THE CORE

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# Question: Why is Kerin the #1 Principles of





# Marketing text in the world?



Answer:  
Experience. Leadership. Innovation.



# Marketing: The Core

5/e

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**McGraw-Hill  
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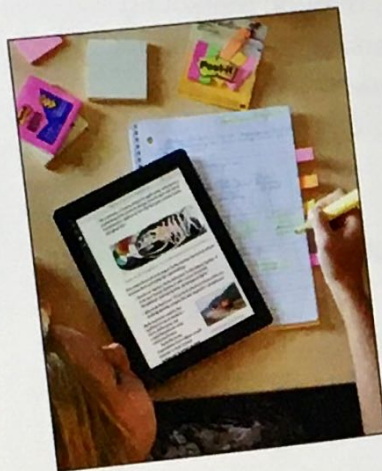
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