

PRINCIPLES AND PRACTICE OF MARKETING

David Jobber and Fiona Ellis-Chadwick

NINTH EDITION



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Principles and Practice of Marketing, Ninth Edition

David Jobber and Fiona Ellis-Chadwick

ISBN-13 9781526847232

ISBN-10 152684723X

Published by McGraw-Hill Education

338 Euston Road,

London,

NW1 3BH

Telephone: +44 (0) 203 429 3400

Website: www.mheducation.co.uk

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloguing in Publication Data

The Library of Congress data for this book has been applied for from the Library of Congress

Portfolio Manager: Rosie Churchill

Content Developer: Nicola Cupit

Content Product Manager: Ali Davis

Marketing Manager: Katarzyna Rutkowska

Text design by Kamae Design

Cover design by Adam Renvoize

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ISBN-13 9781526847232

ISBN-10 152684723X

eISBN-13 9781526847249

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Printed and bound in Great Britain by Bell & Bain Ltd, Glasgow

Dedication

To Jackson, River and Rosie.

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