



## Marketing Express

By William M. Pride, O. C. Ferrell

Download now

Read Online 

### Marketing Express By William M. Pride, O. C. Ferrell

MARKETING EXPRESS 2/e is Pride/Ferrell's condensed version of their FOUNDATIONS OF MARKETING, 4/e. In this edition of MARKETING EXPRESS, the authors do not include the cases and end-of-book appendices in FOUNDATIONS, and thus offer greater flexibility for those who prefer a briefer text with limited pedagogy. MARKETING EXPRESS 2/e includes solid, traditional coverage of marketing fundamentals--product, price, distribution, and promotion--as well as coverage of today's ever-changing marketing environment. The design incorporates advertisements, photos, screen shots, and boxes throughout the text to grab student interest and help make the content real and relevant to today's students.

 [Download Marketing Express ...pdf](#)

 [Read Online Marketing Express ...pdf](#)

# Marketing Express

*By William M. Pride, O. C. Ferrell*

## **Marketing Express** By William M. Pride, O. C. Ferrell

MARKETING EXPRESS 2/e is Pride/Ferrell's condensed version of their FOUNDATIONS OF MARKETING, 4/e. In this edition of MARKETING EXPRESS, the authors do not include the cases and end-of-book appendices in FOUNDATIONS, and thus offer greater flexibility for those who prefer a briefer text with limited pedagogy. MARKETING EXPRESS 2/e includes solid, traditional coverage of marketing fundamentals--product, price, distribution, and promotion--as well as coverage of today's ever-changing marketing environment. The design incorporates advertisements, photos, screen shots, and boxes throughout the text to grab student interest and help make the content real and relevant to today's students.

## **Marketing Express** By William M. Pride, O. C. Ferrell Bibliography

- Sales Rank: #524967 in Books
- Brand: Brand: Cengage Learning
- Published on: 2010-01-01
- Original language: English
- Number of items: 1
- Dimensions: .70" h x 8.40" w x 10.70" l, 2.15 pounds
- Binding: Paperback
- 496 pages

 [Download Marketing Express ...pdf](#)

 [Read Online Marketing Express ...pdf](#)

## **Editorial Review**

### About the Author

William Pride (Ph.D., Louisiana State University) is a professor of marketing in the Mays Business School, Texas A&M University. In addition to this text, he is co-author of a market-leading Principles of Marketing text. Dr. Pride's research interests include advertising, promotion, and distribution channels, and his research articles have appeared in major professional journals, such as the JOURNAL OF MARKETING, the JOURNAL OF MARKETING RESEARCH, the JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, and the JOURNAL OF ADVERTISING. Dr. Pride is a member of the American Marketing Association, Academy of Marketing Science, Society for Marketing Advances, and the Marketing Management Association. He has received the Marketing Fellow Award from the Society of Marketing Advances and the Marketing Innovation Award from the Marketing Management Association. Both of these are lifetime achievement awards.

O. C. Ferrell (Ph.D., Louisiana State University) is a professor of marketing and Creative Enterprise Scholar in the Anderson School of Management, University of New Mexico. He recently served as the Bill Daniels Distinguished Professor of Business Ethics at the University of Wyoming and previously served as chair of the Colorado State University Marketing Department. He has also served on the faculties of the University of Memphis, Texas A&M University, and Illinois State University. Dr. Ferrell is a past president of the Academic Council of the American Marketing Association and chaired the AMA Ethics Committee, which developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet under his leadership. In addition, he is a former member of the Academy of Marketing Science Board of Governors and is the current AMS vice president of publications. Dr. Ferrell is also a Society of Marketing Advances and Southwestern Marketing Association Fellow, and he serves as marketing ethics and social issues section editor of the JOURNAL OF MICROMARKETING. He is the co-author of 18 books and approximately 75 articles published in the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF BUSINESS ETHICS, JOURNAL OF BUSINESS RESEARCH, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF PUBLIC POLICY MARKETING, and other journals.

## **Users Review**

### **From reader reviews:**

#### **Pat Clark:**

Book is written, printed, or created for everything. You can recognize everything you want by a book. Book has a different type. To be sure that book is important thing to bring us around the world. Next to that you can your reading expertise was fluently. A reserve Marketing Express will make you to always be smarter. You can feel much more confidence if you can know about everything. But some of you think which open or reading the book make you bored. It is not necessarily make you fun. Why they are often thought like that? Have you seeking best book or acceptable book with you?

#### **Patricia Briggs:**

Reading a e-book tends to be new life style in this era globalization. With studying you can get a lot of information that will give you benefit in your life. Having book everyone in this world could share their idea.

Textbooks can also inspire a lot of people. A lot of author can inspire their very own reader with their story or their experience. Not only the storyplot that share in the textbooks. But also they write about the data about something that you need instance. How to get the good score toefl, or how to teach children, there are many kinds of book that exist now. The authors in this world always try to improve their skill in writing, they also doing some analysis before they write for their book. One of them is this Marketing Express.

**Christopher Suttle:**

This Marketing Express is great e-book for you because the content which is full of information for you who always deal with world and also have to make decision every minute. This book reveal it data accurately using great arrange word or we can declare no rambling sentences within it. So if you are read it hurriedly you can have whole info in it. Doesn't mean it only offers you straight forward sentences but tough core information with attractive delivering sentences. Having Marketing Express in your hand like keeping the world in your arm, details in it is not ridiculous one. We can say that no reserve that offer you world in ten or fifteen minute right but this book already do that. So , this really is good reading book. Hey Mr. and Mrs. occupied do you still doubt that?

**Edward Davidson:**

In this era which is the greater man or woman or who has ability in doing something more are more special than other. Do you want to become considered one of it? It is just simple method to have that. What you should do is just spending your time little but quite enough to enjoy a look at some books. Among the books in the top record in your reading list is Marketing Express. This book which is qualified as The Hungry Inclines can get you closer in growing to be precious person. By looking upward and review this reserve you can get many advantages.

**Download and Read Online Marketing Express By William M. Pride, O. C. Ferrell #TS8G1EC5302**

## **Read Marketing Express By William M. Pride, O. C. Ferrell for online ebook**

Marketing Express By William M. Pride, O. C. Ferrell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing Express By William M. Pride, O. C. Ferrell books to read online.

### **Online Marketing Express By William M. Pride, O. C. Ferrell ebook PDF download**

#### **Marketing Express By William M. Pride, O. C. Ferrell Doc**

#### **Marketing Express By William M. Pride, O. C. Ferrell Mobipocket**

#### **Marketing Express By William M. Pride, O. C. Ferrell EPub**