



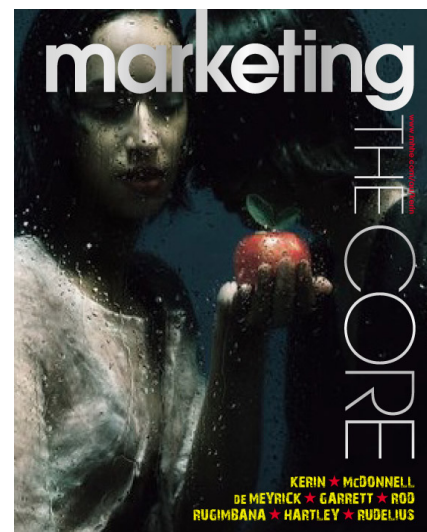
Marketing: The Core

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www.mhhe.com/au/kerin

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 Subject area: Marketing

The highly successful *Kerin, Marketing: The Core* was first published in the US in 2003. The new Australian adaptation provides a concise approach to the dynamic and challenging field of marketing, by providing up-to-date content in a student-friendly manner. *Kerin, Marketing: The Core* is written in a straightforward manner to cater to students studying marketing today, using language and examples that they are familiar with. Described as a “breath of fresh air”, *Kerin* allows you to have a conversation with your students about marketing.



Key features

- Conversational and engaging writing style.
- Contemporary and classic real-world examples provided, students are also provided with a sample of how they can build an effective marketing plan.
- Australian and New Zealand research and examples incorporated throughout.
- Chapters have been streamlined from the US Kerin – Chs 14 & 18 have been merged to make a single chapter on ‘Retail and Interactive Marketing’ and Chs 16 & 18 have also merged to make a single chapter on ‘Advertising, Sales Promotion, Public Relations and Personal Selling’.
- Local Australian and New Zealand videos case studies incorporated in at least half of the chapters.
- Strong student support materials that include an Online Study Guide and “Core Cards” (perforated cards that provide students with portable revision).
- Concise approach that cuts to the heart of introductory marketing.

Digital and learning supplements

- Instructor resource manual
- PowerPoint slides
- Test bank

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