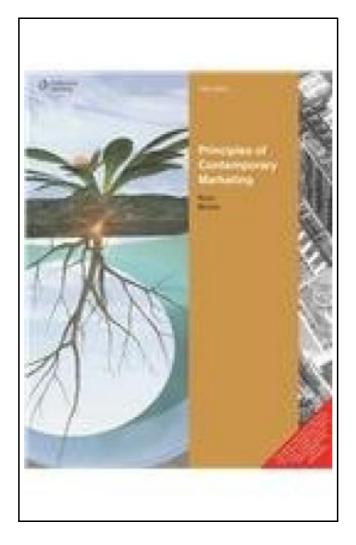
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#### PRINCIPLES OF CONTEMPORARY MARKETING (FIFTEENTH EDITION)



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Cengage Learning India, 2013. Softcover. Book Condition: New. 5th or later edition. Greensburg, Inc. is a series of videos describing the rebuilding of Greensburg, Kansas, as a model green community following a tornado. The videos include case segments with critical-thinking questions designed to provoke classroom discussion and interaction. End-of-chapter video cases focus on the processes, strategies, and procedures of successful real-world companies in order to bring key concepts from the chapter to life for students. Highly effective endof-chapter self-quizzes called "Assurance of Learning Review" include questions designed to quickly assess students' understanding of key concepts. Each chapter contains a "Career Readiness" (formerly titled "Etiquette Tips for Marketing Professionals") feature addressing important aspects of proper business etiquette, including communication, business dinners, and even the most effective way to build strong customer relationships. The text is supported by a full suite of teaching and learning supplements, including a Test Bank with more than 4,000 questions categorized by chapter objective, difficulty level, question type, and AACSB and Rubin/Dierdorff requirements an updated Instructor's Manual with detailed lecture outlines, collaborative learning exercises, answers to end-of-chapter questions, and a media guide and PowerPoint® presentations. A completely revised online student assessment suite of solutions are available to help enhance student understanding of the material and give the instructor the ability to manage classes and assignments, and to track student progress through a variety of platforms. NEW! UPDATE includes extensive coverage of sustainability and green marketing. Throughout the text, opening vignettes, boxed features, cases, and references designated by an eye-catching sustainability icon discuss how the trend toward sustainability has affected the world of marketing. NEW! There is a greater emphasis on social and new media with examples throughout the text to discuss and analyze the impact of social and new media in marketing. NEW! All new Opening Vignettes...



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