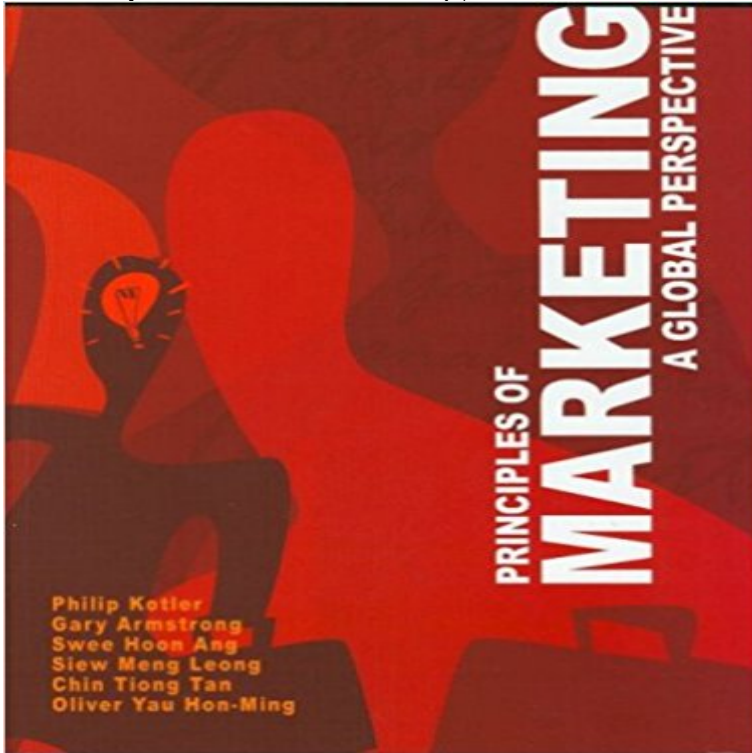


Principles of Marketing: A Global Perspective



Marketing has gotten more global, and there is a need to develop marketers who understand marketing in the right context. Principles of Marketing: A Global Perspective seeks to do just that by exposing your students to a wide variety of contexts whether international or from within Asia that are presented in the cases, examples and vignettes. To help students to better relate what they are learning to their daily lives, examples comprising recognizable brand names and companies are used. Together with the use of strong visuals, students will find the text an exciting read motivating and creating in them an interest in marketing. At the same time, non-native speaking Asian students will appreciate the concise language and visual learning aids included to help them grasp marketing concepts easily. To encourage students to stay abreast of latest developments in marketing, Principles of Marketing: A Global Perspective provides a good coverage of contemporary marketing issues like the use of technology in marketing and marketing ethics. New Features with Great Benefits and Advantages In this edition, you will find that we have: Selected a good mix of international and Asian cases and vignettes Made the text more concise and used visual aids to make learning easier. Refreshed our coverage of contemporary marketing with new and updated materials 1) A good mix of international and Asian cases and vignettes 2) Concise with Engaging Visuals Principles of Marketing: A Global Perspective makes learning from the text easier for Asian students, who are non-native speakers of English. The effective use of visual learning aids also enables students to obtain a firm grasp of concepts quickly and is an attractive tool for revision. 3) Coverage on Contemporary Marketing Issues Keep your students at the front of the pack! In today's globally-connected world, it is important

for them to keep abreast of must-know marketing issues and be critical thinkers of how these affect them.

Et les renforts arrivent encore Bon ça sera la dernière revue de troupes de la semaine. Donc on arrive à 300 figurines il en reste donc 420... mais ça va ça avance bien. Je m'amuserais surtout sur les petites pièces. Là c'est du monobloc donc même si la ligne de moulage est visible -donc il faut barber presque tout le tour de la figurine... oui oui.- Comme chaque début de défi, je suis dans les temps, limite mieux qu'espérer. Mais par expérience je sais que c'est le creux du défi qui m'est fatal donc on verra quand j'aurais tout barbé :) Publié par CdtK à 17:37 4 commentaires: Liens vers cet article Envoyer par e-mail BlogThis! Partager sur Twitter Partager sur Facebook Partager sur Pinterest Libellés : Blabla lundi 1 août 2016 Revue des troupes Bon juste une petite photo pour montrer que je passe à l'infanterie. j'adore l'barbage. Oui certains diront que ça fait parti du hobby mais c'est vraiment ce que je teste le plus. Et puis là c'est de l'industriel. Publié par CdtK à 17:06 2 commentaires: Liens vers cet article Envoyer par e-mail BlogThis! Partager sur Twitter Partager sur Facebook Partager sur Pinterest Libellés : Blabla vendredi 22 juillet 2016 Pour une poignée de trous en plus Voilà les plaquettes de 6cm ont été percées... 1200 trous... oui oui. 1200 trous dans du plexi -vous savez le truc qui se colle une fois sur deux sur la machine. Mais voilà pour les 6cm c'est fini et je verrais pour les 8cm de front plus tard -je dirais fin août-. Mais à quoi ça correspond? Donc dire des trous c'est bien mais ça renseigne pas beaucoup alors 1200 trous c'est : 594 soldats -de léger à lourd- 231 cavaliers et 24 canons avec 4 artilleurs. Oui monsieur. Bon alors je suis désolé de ne pas avoir plus de soldats à pied. C'est pas super grave, je doute que toutes les plaquettes soient un jour sur la même table. Mais bon quand on voit que pour 30€ -3 plaquettes- j'ai pu faire celle là et autant en 8cm, ça va. Il faut voir ce que cela m'aurait coûté dans le commerce. On y rajoute le prix des aimants -15€ les 1000 fdpin- et j'ai quand même un très bon rapport qualité-prix par rapport à ce que je recherchais. Il le reste à barber les trous pour y glisser l'aimant et ça sera parfait je pourrais retourner mes figurines. Publié par CdtK à 09:52 2 commentaires: Liens vers cet article Envoyer par e-mail BlogThis! Partager sur Twitter Partager sur Facebook Partager sur Pinterest Libellés : 28mm, Blabla jeudi 14 juillet 2016 floriant.bardi. Thème Voyages. Images de thèmes de Storman. Fourni par Blogger.

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