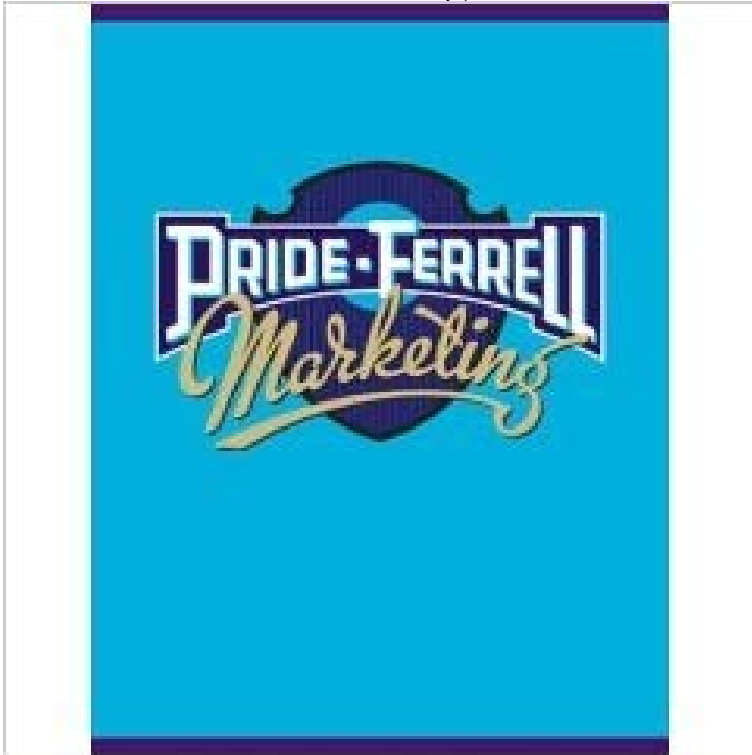


## Pride-Ferrell Marketing



Engaging and motivating students with diverse backgrounds and different interest levels in marketing requires stimulating and effective teaching materials-and Pride/Ferrel continues to be the resource of choice for instructors. Combining contemporary coverage of marketing strategies and concepts with real-world examples, this text and its outstanding suite of supplements supply students with the knowledge and decision-making skills theyll need to succeed in todays competitive business environment. Topical issues including customer relationship management, supply chain management, the latest e-commerce models, and the current re-evaluation of dot-coms are just a few examples the authors use to connect marketing to students personal lives. The latest edition also features a new design and additional photos, providing a fresh contemporary look and feel to the text. Discussion of marketing on the Internet has been updated and combined with the section on customer relationship management, allowing for greater integration of technology throughout the remainder of the text. All-new advertisements from well-known firms are employed to illustrate chapter topics and new and expanded experiences of real-world companies are used to exemplify marketing concepts and strategies. All the opening vignettes are new to this edition and feature companies and products including Porsche Cayenne, McDonalds, Google, and Skechers. These mini-cases expose students to contemporary marketing realities and help prepare them to understand and apply the concepts they will explore in the text. Two in-depth cases at the end of each chapter help students understand the application of chapter concepts. One of the end-of-chapter cases is related to a video segment--examples of companies highlighted in the cases are BMW, Vail

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