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Perfect for students of all backgrounds and interest levels, the sixth edition of Dibb, Simkin, Pride and Ferrell's *Marketing: Concepts and Strategies* combines a thorough overview of essential marketing principles, concepts and strategies with a visually-engaging, reader-friendly presentation. The text takes students beyond the marketing mix, to recognize that in addition to producing and executing marketing programs, the marketing philosophy can add much strategic direction and market insight to an organization's strategizing. The world for marketers has gone digital, consumers communicate readily with each other via social media, marketing has become more aligned to ethical, responsible and sustainability issues and marketing as an academic discipline has become more critical and reflective. All these developments are key themes in this new edition. This textbook is autopackaged with CourseMate. CourseMate brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook and the textbook-specific website. CourseMate includes an integrated eBook and interactive teaching and learning tools including quizzes, flashcards, videos, and more and an EngagementTracker, a first-of-its-kind tool that monitors student engagement in the course.

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