



MKTG (New, Engaging Titles from 4LTR Press)

Charles W. Lamb Jr. , Joe F. Hair , Carl McDaniel

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From Reader Review MKTG (New, Engaging Titles from 4LTR Press) for online ebook

Jennifer E says

School books are exciting. Ha-ha.

Sarah says

I'm not a big fan of marketing, so I'm probably a bit biased in my rating. The informatin was well laid out and easy to follow. I really liked the format of the book. It was designed to be more like a magazine than a book, which made it easy to carry around and study from. I liked the study cards in the back of the book as well. I would do a final review of them right before my exams and the information was very useful. This was assigned for school, but I thought it was interesting to read in general, which is rare for a textbook.

Richie Miranda says

Very helpful in understanding the basics of marketing principles. A lot of good side bars in the book.

Aneela Nasir says

This book offers a fresh take on marketing in the current world. Great for broadening perspective and improving your marketing strategies and becoming more creative as a professional. However, I felt that parts of this book could have offered more detail and thorough explanation.

Noelle says

What great presentation! Material was presented in a manner that actually promotes not only an understanding, but actual interest in the field. Not at all boring.

Rob Mayfield says

This is probably the most enjoyable textbook I've ever had. It's a really easy read and has a lot of interesting real world examples.

Alisha Brook says

Title: MKTG

Series: -

Author: Charles W. Lamb Jr., Carl D. McDaniel & Jane Summers

Genre: Informational/ Business / Marketing

Rating: 5 stars

I found this a very useful and interesting book. It was recommended to me for my marketing course, and I would encourage anyone studying or interested in furthering their knowledge of marketing to add this book to their list.

The text was set out in a clear, easy-to-read format with colourful pictures, graphs and tables to aid the text. This really assisted with learning and made it much more enjoyable to read.

A really fantastic addition to any marketing textbook collection.

Rich says

Great Book with tons of information in the world of marketing.

Marissa says

I really enjoyed this book (even though it was assigned reading) ;) . . . Modern and relevant. It was so "inspirational" I often got side-tracked thinking about entrepreneurship instead of doing my homework, though.....Fairly basic, and a bunch of it seemed familiar, but still gleaned a lot of new ideas.
