



Marketing

William M. Pride, O. C. Ferrell

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In a field driven by change, instructors are steadfast about one remarkable text: Pride/Ferrell's *Marketing*—preferred for its up-to-date, progressive content and an outstanding suite of supplements.

To maximize the text's core strength, the authors have revised concepts, features, and examples throughout to maintain timely coverage of current marketing trends and strategies. Over two-thirds of the citations in this edition come from sources published in 2000 and 2001. In addition, Pride and Ferrell prepare students for a competitive business environment by discussing topical issues such as customer relationship management, supply chain management, IT issues, the latest e-commerce models, and the downsizing of dot-coms.

- *New! Net Sights* boxes, one per chapter, highlight web sites that students can visit to follow up on concepts, companies, and issues introduced in the text. Carefully chosen colors draw attention to important points, and photos—as well as advertisements—illustrate the real-world application of chapter concepts.
- *New! Internet Exercise & Resources* have been revised or replaced with new activities that prompt students to explore how real companies apply the theories covered in each chapter.
- *Marketing* comes in a flexible loose-leaf format packaged with the Real Deal UpGrade CD-ROM, and sells for considerably less than a standard hardcover text.

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