



Foundations of Marketing (Palgrave Foundations Series)

Jonathan Groucutt

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This introductory text examines marketing within the context of a dynamic, contemporary environment. The author is really in-tune with the students, explaining theoretical concepts effectively, using a wide range of mini-cases that bring the subject alive - from Kit Kats to Harry Potter, from obesity to the rejuvenation of the Skoda brand. Groucutt's passion for the subject is clear as he offers a contemporary view of marketing, reflecting complex changes within both society and business, through a development of the marketing mix beyond the traditional 4P and 7P frameworks to encompass a new 10P framework.

Concise, affordable and comprehensive in content - this text is a must for all introductory marketing courses.

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