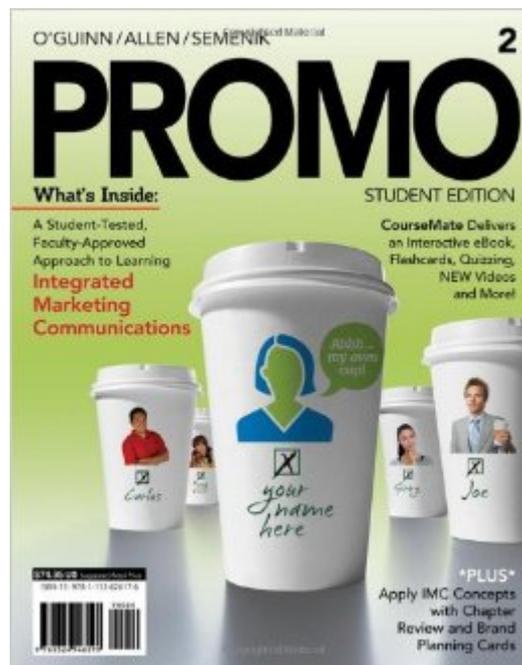


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Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, PROMO 2e delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes. PROMO 2e is written in a concise style with plenty of real-world examples to illustrate the concepts of promotion and give students a glimpse into the industry and the challenges it faces.

Book Information

Series: Engaging 4LTR Press Titles in Marketing

Paperback: 368 pages

Publisher: Cengage Learning; 2 edition (February 9, 2012)

Language: English

ISBN-10: 1133626173

ISBN-13: 978-1133626176

Product Dimensions: 8.5 x 0.6 x 10.7 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (16 customer reviews)

Best Sellers Rank: #87,581 in Books (See Top 100 in Books) #121 in [Books > Textbooks > Business & Finance > Marketing](#) #179 in [Books > Business & Money > Marketing & Sales > Advertising](#) #509 in [Books > Business & Money > Accounting](#)

Customer Reviews

I read a lot of texts, manuals and how-to books. As much as the "For Dummies" series gets heckled by some, they do have a good system for pointing out key items and important topics. However when I pick up the PROMO2 book and read a chapter there is always that Darn vertical line in the middle of most pages, for me it's a DISTRACTON not a help to follow along with the content. Although there are some good illustrations and boxed highlighted topics the text is VERY BUSY which makes it hard to read through and follow along with the topic material. Some of the screen shots of flyers, pages and web sites don't handle the shrinking of the texts very well, there are some issues with scaling for readability. In contrast, I have another text book "MARKETING an Introduction by Armstrong/Kotler" that does not suffer the readability issues found in "PROMO2".

The CourseMate information was not provided as per the products description above. Therefore, I

was not completely satisfied. Thankfully, I did not require this access code to complete my college course. However, I would have liked the access code to undergo additional studying on my own using CourseMate.

Well organized and well supplemented, but too fluffy. Repeats a lot. If you don't have time to read the whole book, the perforated tear-out sheets are more than enough to get you through a test.

Best prices version of this required text and arrived in near perfect condition.

Access code is used. Now I have to order another book with the code.

Very easy to read and comprehend.

Good

Access code included book was brand new and exactly what was needed for the class. I would recommend, great price also.

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