

Discover the World of Marketing

Marketing Fundamentals is the high school student's guide to understanding the dynamic world of marketing. Marketing is no longer just for business majors. Anyone that wants to build awareness and influence others should understand the basic principles of marketing.

Students begin each chapter in a real-life business setting

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Dynamic Digital Resources

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- Authentic, high quality simulations
- Short animated videos summarizing some of the most challenging concepts
- W€n]i l €fn`nOzzu available in 120 languages with the Google Translate plug-in
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