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William Stanton has worked as a geologist for oil companies worldwide. He is a member of the Optimum Population Trust. Michael J. Etzel received his PhD in marketing from the University of Colorado in 1970. Since 1980, he has been a professor of marketing at the University of Notre Dame.

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The Fundamental Principles of Marketing: Marketing 101

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William J. Stanton (Author of Fundamentals of Marketing)

Fundamentals of Marketing provides a sound appreciation of the fundamentals of the theory and practice of marketing. Using case studies drawn from a cross section of sectors, in particular the banking, hospitality, retail and public service sectors this textbook critically evaluates the effectiveness of different marketing strategies and approaches.

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