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The Core 5th

**Marketing**

**The Core**

**5th**

**Edition**

**Connect**

**Plus**

Master the role  
and the skills of  
the physical

*Page 1/216*

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therapist

assistant!

Plus

Fundamental

Orthopedic

Management for

the Physical

Therapist

Assistant, 4th

Edition helps you

apply the

principles of

orthopedic

science to

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Plus

physical therapy  
interventions.

First you will  
learn how to  
assess flexibility,  
strength,  
endurance, and  
balance, and then  
you ' ll become a  
more valuable  
PTA by learning  
the essentials of  
tissue healing, gait

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and manual

therapy,

biomechanics and

kinesiology, and

the management

of orthopedic

patients by region

and condition.

This edition

includes a new full-

color design and

illustrations, and

broadens its

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Plus  
scope with new  
chapters on topics  
such as

musculoskeletal  
imaging and  
women ' s issues  
related to physical  
rehabilitation.

Written by  
clinician and  
educator Robert  
Manske, along  
with a team of

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expert

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Plus

contributors, this  
text is your

complete guide to

success in

physical therapist

assisting!

Comprehensive

coverage

addresses not

only core

concepts related

to orthopedic

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care, but also includes biomechanics, pharmacology, in-depth reviews of the types of tissue healing, and the PTA's role in physical assessment and interventions. Over 600 illustrations and

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75 summary  
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tables reinforce  
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orthopedic

concepts and

procedures. A

focus on critical

thinking and

application

prepares you for

the treatment

room and for the

clinical practicum

portions of the



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curriculum.

Review questions

at the end of each

chapter prepare

you for the kind of

critical thinking

you will be

required to do in

practice. Key

terms and learning

objectives begin

each chapter,

serving as

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checkpoints for understanding and helping you study effectively for examinations.

Glossaries in each chapter make it easy to find definitions of key terminology.

Useful appendices provide a quick reference to

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information such  
as commonly used  
medications,

fracture eponyms,

and reference

ranges for lab

tests. NEW

Differential

Diagnosis and

Emergent

Conditions chapter

shows how similar

symptoms can

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mask potentially dangerous pathologies and conditions, and may require re-evaluation by the supervising therapist. NEW Musculoskeletal Imaging chapter explains in basic terms the various types of

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musculoskeletal  
imaging used  
when examining  
musculoskeletal  
injuries. NEW  
Orthopedic  
Management  
Concepts Specific  
to Women chapter  
covers the issues,  
pathology, and  
progression of  
women ' s health

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issues as they  
relate to physical  
rehabilitation.

NEW! Full-color  
design and  
illustrations add  
clarity to anatomy  
and procedural  
drawings and  
make it easier to  
learn important  
concepts. NEW!  
Important

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Concepts highlight useful tips and tricks of patient practice. NEW student resources on the Evolve companion website include critical thinking applications, weblinks to related sites, and references with

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links to Medline®  
abstracts.

"Marketing: The  
Core utilizes a  
unique, innovative,  
and effective  
pedagogical  
approach  
developed by the  
authors through  
the integration of  
their combined  
classroom,



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college, and

university

Plus

experiences. The

elements of this

approach have

been the

foundation for

each edition of

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Core and serve as

the core of the

text and its

supplements as

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they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies" -- Kerin Marketing: The Core, provides students and instructors

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with a fresh and exciting introduction to marketing. The Fifth Canadian Edition builds on the strengths of the previous editions, adding new elements that make the material even more interactive,

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create and capture  
consumer value.

Practical content  
and linkage are at  
the heart of this  
edition. Real local  
and international  
examples bring  
ideas to life and  
new feature  
'linking the  
concepts' helps  
students test and

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consolidate  
understanding as  
they go. The  
latest edition  
enhances  
understanding  
with a unique  
learning design  
including revised,  
integrative  
concept maps at  
the start of each  
chapter, end-of-

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chapter features  
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Plus summarising ideas

and themes, a mix

of mini and major

case studies to

illuminate

concepts, and

critical thinking

exercises for

applying skills.

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Guerrilla

Marketing



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Marketing: The  
Core

A Strategic

Perspective

***SPORTS AND***

***ENTERTAINMENT***

***MARKETING. 3E***

***incorporates***

***feedback from***

***instructors across***

***the country and***

***has expanded by***

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***three chapters.***

***The popular sports and entertainment***

***topics continue to be the foundation***

***for teaching marketing***

***concepts. Each***

***marketing function***

***is incorporated***

***throughout the***

***text and is***

***highlighted with an***

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***icon to indicate how it is used in the marketing process. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Now in its fifth edition, the hugely***

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***popular Digital  
Marketing***

***Excellence:***

***Planning,***

***Optimizing and***

***Integrating Online***

***Marketing is fully***

***updated, keeping***

***you in line with the***

***changes in this***

***dynamic and***

***exciting field and***

***helping you create***

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new digital models  
and digital tools. It  
is designed to  
support both  
marketers and  
digital marketers,  
and students of  
business or  
marketing who  
want a thorough  
yet practical  
grounding in***

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***digital marketing.***

***Written by two***

***highly experienced***

***digital marketing***

***consultants, the***

***book shows you***

***how to: Draw up***

***an outline digital***

***marketing plan***

***Evaluate and apply***

***digital marketing***

***principles and***

***models Integrate***

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*online and offline*

*communications*

*Implement*

*customer-driven*

*digital marketing*

*Reduce costly trial*

*and error Measure*

*and enhance your*

*digital marketing*

*Learn best*

*practices for*

*reaching and*

*engaging your*



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the key digital  
marketing***

***platforms like***

***Apple, Facebook,***

***Google and***

***Twitter. This new***

***edition seamlessly***

***integrates the***

***latest changes in***

***social media***

***technology,***

***including***

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***demonstrating  
how marketers can  
leverage data to  
their advantage.  
Offering a highly  
structured and  
accessible guide  
to a critical and far-  
reaching subject,  
Digital Marketing  
Excellence, Fifth  
Edition, provides a  
vital reference***

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***point for all  
students and  
managers involved  
in marketing  
strategy and  
implementation.  
An inspirational  
handbook  
introduces the  
POP! process--to  
make messages  
Purposeful,  
Original, and***

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***Pithy--in order to promote one's ideas successfully, discussing such concepts as Muse It or Lose It, the Eureka Moment, the Jerry Maguire Rule, Contra-Brand, and Idea Chemistry.***

***Marketing: The Core 5e by Kerin,***

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***Hartley and  
Rudelius  
continues a  
tradition of leading  
the market with  
contemporary,  
cutting-edge  
content presented  
in a conversational  
student-oriented  
style, supported  
by the most  
comprehensive,***

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***innovative, and  
useful supplement  
package available.***

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package is  
designed to meet  
the needs of a  
wide spectrum of  
faculty – from the  
professor who just  
wants a good  
textbook and a few  
key supplements,***

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Plus

***to the professor  
who wants a top-  
notch fully  
integrated  
multimedia  
program.***

***Marketing: The  
Core utilises a  
unique, innovative,  
and effective  
pedagogical  
approach  
developed by the***



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Plus

***authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing: The***

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***Core and serve as  
the core of the text  
and its***

***supplements as  
they evolve and  
adapt to changes  
in student learning  
styles, the growth  
of the marketing  
discipline, and the  
development of  
new instructional  
technologies. The***

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***distinctive features  
of the approach  
are illustrated***

***below: High***

***Engagement Style***

***- Easy-to-read,***

***interactive, writing***

***style that engages***

***students through***

***active learning***

***techniques.***

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***Marketing - A vivid***

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***and accurate  
description of  
businesses,  
marketing  
professionals, and  
entrepreneurs –  
through cases,  
exercises, and  
testimonials – that  
allows students to  
personalise  
marketing and  
identify possible***

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**career interests.**  
**Marketing**

**Decision Making –**

**The use of  
extended**

**examples, cases,  
and videos**

**involving people  
making marketing  
decisions.**

**Integrated**

**Technology - The  
use of powerful**

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***technical  
resources and  
learning solutions.***

***Traditional and  
Contemporary***

***Coverage -***

***Comprehensive  
and integrated***

***coverage of***

***traditional and  
contemporary***

***concepts.***

***Rigorous***

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***Framework - A  
pedagogy based  
on the use of  
Learning  
Objectives,  
Learning Reviews,  
Learning  
Objectives  
Reviews, and  
supportive student  
supplements.  
Pop!  
Marketing***

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Management for  
the Physical  
Therapist  
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Core  
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Dummies  
Marketing: The***



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***Core is a more  
brief, 18-chapter  
version of the  
Kerin/Hartley  
Marketing 14e  
product, the  
most rigorous  
and robust  
program on the  
market. The Core  
8e also continues  
to demonstrate  
the authors'  
commitment to***

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**engagement,  
leadership, and  
innovation:**

***Engagement in  
class-tested,  
active learning  
activities to help  
instructors  
illustrate  
textbook  
concepts as well  
as examples  
throughout  
featuring real***

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*people, cases and  
companies  
throughout.*

*Media-enhanced  
PPT slides,  
alternate cases,  
and a 5,000+  
item test bank  
are included in  
the  
comprehensive  
instructor  
resource suite.  
Leadership in*

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*leading, current  
content and  
conversational  
writing style,  
with new  
emphasis on  
marketing  
metrics and data-  
driven decision-  
making, with  
hyperlinked  
assignments  
throughout to  
easily correlate*

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**activities.**

***Innovation in out***

***comes-oriented***

***Connect®***, a

***highly reliable,***

***easy-to-use***

***homework and***

***learning***

***management***

***solution that***

***embeds learning***

***science and***

***award-winning***

***adaptive tools to***

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Edition, Connect  
**improve student  
results.**

**Now in a fully  
revised and  
updated 5th  
edition, Sports  
Marketing: A  
Strategic  
Perspective is  
the most  
authoritative,  
comprehensive  
and engaging  
introduction to**

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Plus

***sports marketing  
currently  
available. It is  
the only  
introductory  
textbook to adopt  
a strategic  
approach,  
explaining  
clearly how every  
element of the  
marketing  
process should  
be designed and***

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pricing,  
sponsorship,  
business ethics,  
technology and e-  
marketing, the  
book introduces  
core theory and  
concepts,  
explains best  
practice, and  
surveys the  
rapidly-changing,  
international***

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***sports business  
environment.***

***Every chapter  
contains  
extensive real-  
world case  
studies and  
biographies of  
key industry  
figures and  
challenging  
review exercises  
which encourage  
the reader to***

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*reflect critically  
on their own*

*knowledge and*

*professional*

*practice. The*

*book's*

*companion*

*website offers*

*additional*

*resources for*

*instructors and*

*students,*

*including an*

*instructors'*

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***guide, test bank,  
presentation  
slides and useful  
weblinks. Sports  
Marketing: A  
Strategic  
Perspective is an  
essential  
foundation for  
any sports  
marketing or  
sports business  
course, and an  
invaluable***

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***reference for any  
sports marketing  
practitioner  
looking to  
improve their  
professional  
practice.***

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Book is  
everything you  
need to know but  
were afraid to  
ask about  
marketing.***

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***promotions and  
even marketing  
for small to  
medium***

***enterprises. This  
classic reference  
from renowned  
professors  
Michael Baker  
and Susan Hart  
was designed for  
student use,  
especially for  
professionals***

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***taking their CIM qualifications. Nevertheless, it is also invaluable for practitioners due to its modular approach. Each chapter is set out in a clean and concise way with plenty of diagrams and examples, so that***



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**Gain a solid**

**understanding of**

**business today**

**and what it takes**

**to become a**

**better employee,**

**more informed**

**consumer, and**

**even a successful**

**business owner**

**with the best-**

**selling**

**FOUNDATIONS**

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***OF BUSINESS,  
5E. This up-to-  
date,***

***comprehensive  
survey of  
business  
highlights forms  
of business  
ownership,  
management and  
organization,  
human resources  
management,  
marketing, social***

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***media and e-  
business,  
information  
systems,  
accounting, and  
finance. Core  
topics and  
special features  
examine ethics  
and social  
responsibility,  
small business  
and entrepreneur  
ship, and global***

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*issues, while new  
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coverage*

*addresses*

*cutting-edge*

*topics, such as*

*the impact of*

*social media in*

*business, the*

*economic*

*recovery and*

*remaining*

*economic issues,*

*international*

*business, green*

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Plus

***and socially  
responsible  
business, and  
sustainability.  
Important  
Notice: Media  
content  
referenced  
within the  
product  
description or  
the product text  
may not be  
available in the***

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***and Premium***

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***Core Curriculum***

***for Maternal-***

***newborn Nursing***

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***Strategy for***

***Dental Practice***

***Growth***

***EBK: Services***

***Marketing:***

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exam and the

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Intensive Care

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Plus

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Obstetric, and  
Neonatal Nurses  
(AWHONN); and  
the National  
Association of  
Neonatal Nurses

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(NANN). Realistic exam practice is offered through 675 total questions that mirror the certification exam content, the multiple-choice question format, and the distribution of content. Answers are provided for

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experience with an

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based guidelines for  
neonatal critical  
care. NEW! Three  
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include Grieving  
Process, Quality  
Improvement, and  
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Learning. NEW

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focus on culturally sensitive care is included in an expanded Family Integration and Culturally Sensitive Care chapter.

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rationales in the Answer Key are referenced to the most recent

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foundations and  
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marketing, this text  
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development,

customer service,

and technology as

the keys to success.

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web site, new video,

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activities, and  
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exciting plus  
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business  
professionals,  
companies, the

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presents a modernized, current-day approach to the dynamic industry of

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sport marketing. A full-color presentation brings this vibrant field to life with comprehensive coverage—balanced between theoretical and practical—to provide an understanding of the foundations of

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sport marketing and  
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Plus  
how to enhance the  
sport experience.

Building on the  
legacy that Bernard  
Mullin, Stephen  
Hardy, and William  
Sutton established  
in the first four  
editions, a new  
author team,  
handpicked by their

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predecessors, draw from their modern experience in the field to add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports

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executives,  
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challenging case

Plus  
studies, and global

perspectives from

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other agencies

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Reflecting the

evolving landscape

of sport marketing,

the text will prepare

students to stay on

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the leading edge  
with the following

updates: A focus on  
current and

emerging

technologies and

how they have

revolutionized the

sport

industry—ranging

from mobile video

streaming and



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examination of how  
social media and

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digital platforms

serve as critical

communication

channels to drive

sport marketing

strategy and

execution New

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marketing,

including

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millennial sports

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fans and engaging  
with Generation Z

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addressing both

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for the mobile age

Discussion of

modern ticketing

practices and the

secondary ticket

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market, including  
how leagues partner  
with secondary

ticket providers and  
the impact on

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comprehension of  
the material.

Exclusive video  
interviews with sport  
industry leaders  
offer insights into  
how they  
incorporate  
marketing strategies  
into their daily  
work. Discussion

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questions and activities for each chapter guide students to apply core concepts, and web search activities provide opportunities for students to compare strategies found on sport organization websites and other

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online locations. In

addition, chapter

objectives, an

opening scenario,

sidebars

highlighting key

concepts, and Wrap-

Up, Activities, and

Your Marketing

Plan sections at the

ends of chapters

offer students

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additional learning tools as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. With Sport Marketing, Fifth Edition With HKPropel Access, students will develop valuable marketing



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skills and prepare  
for a successful  
career in the

competitive world of  
sport marketing.

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chapter is totally

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information and  
rich understanding  
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and Global

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Operations and

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Strategic

Management of

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Innovation

Health Behavior

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5th Edition helps

aspiring

entrepreneurs

understand the

process of starting a

new venture and

appreciate the vital

role of

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entrepreneurship in  
the economy. This  
accessible textbook  
explains the steps  
involved in starting a  
new company, and  
offers insights on  
engaging with  
startups as investors,  
bankers,  
accountants,  
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service, to

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launching, growing,

and eventually

harvesting the new

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integrates core

concepts of

entrepreneurship and

practical case

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including marketing,  
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community, culture,  
and communication,  
with detailed  
explanations of both  
established  
and emerging  
theories. Offering  
perspective  
applicable at  
the individual,  
interpersonal, group,

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and community  
levels, this essential  
guide provides the  
most complete  
coverage of the field  
to give public health  
students and  
practitioners an authori-  
tative reference for  
both the theoretical  
and practical aspects  
of health behavior. A

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deep understanding  
of human behaviors  
is essential

foreffective public  
health and health  
care management.

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up-to-date  
information in the  
field, to give you a  
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understanding and  
the background  
knowledge to apply it  
successfully. Learn  
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social media factor  
into  
health communication  
n Explore the link  
between culture and  
health, and the  
importance of

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and global

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behavior theorists  
and researchers,  
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builds a solid  
understanding of  
how to analyze and



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explosion for bigger  
profits, and

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provide your

students with a  
foundational

knowledge of the

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principles of  
marketing and their  
particular

application in health  
care. Moreover, the  
text offers a

perspective on how  
these principles must  
shift in response to  
the changing

environmental forces  
that are unique to

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this market.

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provides 100 care

plans with the

nursing diagnoses

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and interventions  
you need to know  
to care for patients  
in all settings. It  
includes care plans  
for medical-  
surgical,  
maternity/OB,  
pediatrics, and  
psychiatric-mental  
health, so you can  
use just one book

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throughout your  
entire nursing

curriculum. This

edition includes a

new care plan

addressing normal

labor and birth, a

new full-color

design, new QSEN

safety icons, new

quick-reference

color tabs, and

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The Core 5th Edition Connect Plus  
updates reflecting the latest NANDA-I nursing diagnoses and collaborative problems. Edited by nursing expert Pamela L.

Swearingen, this book is known for its clear approach, easy-to-use format, and



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straightforward rationales. NANDA-I nursing diagnoses are incorporated throughout the text to keep you current with NANDA-I terminology and the latest diagnoses. Color-coded sections for medical-surgical, maternity,

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pediatric, and psychiatric-mental health nursing care plans make it easier to find information quickly. A consistent format for each care plan allows faster lookup of topics, with headings for Overview/Pathophysi

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ology, Health Care  
Setting,  
Assessment,  
Diagnostic Tests,  
Nursing Diagnoses,  
Desired Outcomes,  
Interventions with  
Rationales, and  
Patient-Family  
Teaching and  
Discharge  
Planning.

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Prioritized nursing diagnoses are listed in order of importance and physiologic patient needs. A two-column format for nursing assessments/interventions and rationales makes it easier to scan information.

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Detailed rationales  
for each nursing  
intervention help

you to apply  
concepts to specific  
patient situations in  
clinical practice.

Outcome criteria  
with specific  
timelines help you  
to set realistic goals  
for nursing

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outcomes and  
provide quality,  
cost-effective care.

NEW! Care plan  
for normal labor  
and birth addresses  
nursing care for the  
client experiencing  
normal labor and  
delivery.

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is written by

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clinicians and  
covers the latest  
clinical  
developments, new  
pharmacologic  
treatments, patient  
safety  
considerations, and  
evidence-based  
practice guidelines.  
NEW full-color

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design makes the  
text more user  
friendly, and

includes NEW  
color-coded tabs  
and improved cross-  
referencing and  
navigation aids for  
faster lookup of  
information. NEW!  
Leaf icon highlights  
coverage of



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complementary  
and alternative  
therapies including  
information on  
over-the-counter  
herbal and other  
therapies and how  
these can interact  
with conventional  
medications.

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Core McGraw-Hill

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Sports Marketing  
takes a strategic  
business

perspective,

keeping pace with

the ever-changing

environment of the

sports world.

Organized around

a framework of the

strategic marketing

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process that can be applied to the sports industry, it provides an appreciation for the growing popularity of women's sports and the globalization of sport. This edition concentrates on the rising costs,

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escalating salaries,  
the price of new  
stadiums and

arenas, and sports

ethics versus the

incredible appetite

of consumers for

sports. Extensive

treatment is given

to understanding

consumers as

spectators and

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participants; in addition to planning the sports marketing mix (product, price, promotion, and place), it examines the execution and evaluation of the planning process. An excellent source of information for

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directors of sports  
marketing,  
directors of sports  
promotion, athletic  
directors, directors  
of  
community/public  
relations, directors  
of ticket sales,  
directors of  
sponsorship sales,  
sports marketing

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Plus

coordinators,  
sports promotion  
coordinators, and  
recreation/borough  
sports directors.  
MRI in Practice  
continues to be the  
number one  
reference book and  
study guide for the  
registry review  
examination for

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MRI offered by the American Registry for Radiologic Technologists (ARRT). This latest edition offers in-depth chapters covering all core areas, including: basic principles, image weighting and contrast, spin



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and gradient echo pulse sequences, spatial encoding, k-space, protocol optimization, artefacts, instrumentation, and MRI safety. The leading MRI reference book and study guide. Now with a greater focus

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on the physics  
behind MRI.

Offers, for the first  
time, equations and  
their explanations  
and scan tips.

Brand new  
chapters on MRI  
equipment,  
vascular imaging  
and safety.

Presented in full

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color, with  
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additional

Plus

illustrations and

high-quality MRI

images to aid

understanding.

Includes refined,

updated and

expanded content

throughout, along

with more learning

tips and practical

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applications.

Features a new  
glossary. MRI in

Practice is an

important text for

radiographers,

technologists,

radiology residents,

radiologists, and

other students and

professionals

working within

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Plus  
medical physicists  
and nurses.

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Loose-Leaf

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Core Principles and

Applications

Sports and

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All-in-One Care

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Essentials of Health  
Care Marketing

*EBOOK:*

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Core*

*Johansson's Global  
Marketing, 5/e*

*utilizes a three-  
pronged*

*framework to  
organize the*

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*discussion of how  
to conduct global  
business: Foreign*

*Entry, Local  
Marketing, and  
Global*

*Management.*

*Johansson seeks*

*to develop the*

*varied skills a*

*marketing*

*manager needs to*

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*be successful in each of these tasks. The discussion progresses from how to market an existing product outside of the domestic market to how to develop a new product for specific local*



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*markets and then broadens the scope to discuss marketing and management topics from a global managerial perspective.*

*Legal, regulatory, political, and cultural, issues are discussed as*

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*appropriate throughout the text. Excellent examples and cases, many of which are drawn from the authors rich international experience, help students move from concept to application.*

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*Gain an understanding of the vibrant, challenging environment facing marketers today as Iacobucci's*  
**MARKETING MANAGEMENT,**  
*6E presents an intriguing,*

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*guiding  
framework that  
clearly illustrates*

*how core*

*concepts fit*

*together. This*

*updated and*

*complete*

*overview offers a*

*captivating style*

*and engaging*

*presentation that*

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*you will actually  
enjoy reading.*

*Learn how to  
make meaningful  
decisions and  
construct useful,  
practical  
marketing plans  
to help companies  
succeed. Revised  
chapters, updated  
explanations, new*

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Plus  
*to apply the latest  
marketing*

*management*

*principles for*

*business success.*

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*Media content*

*referenced within*

*the product*

*description or the*

*product text may*

*not be available in*



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*the ebook version.*

*This short form  
textbook provides  
readers with a  
comprehensive  
yet concise  
overview of the  
fundamentals of  
Digital Marketing.  
The author, a well-  
renowned teacher  
and writer on the*

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*subject, presents  
a concise and  
clear structure  
that works step by  
step through each  
of the core  
aspects of the  
subject, including  
SEO, metrics and  
analytics, web  
development, e-  
commerce, social*

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*The Core 5th  
Edition Connect  
Plus*  
*media and digital  
marketing  
strategy.*

*Presented in nine  
chapters to suit  
delivery periods  
at both  
undergraduate  
and postgraduate  
levels, this book  
can be used either  
as a core text that*

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*gives tutors a sound platform on which to structure a module on digital marketing or as supporting text where digital marketing is an element of a module with a broader scope, such as strategic*

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*marketing.*

*Pedagogical*

*features include*

*an essential*

*summary*

*paragraph at the*

*start of each*

*chapter, focused*

*references and*

*further reading.*

*There is also*

*online teaching*

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and learning

support for both

in-class and

digital delivery,

including

suggested case

studies, chapter

questions and

other activities.

Absolute

Essentials of

Digital Marketing

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*The Marketing  
Book*

*Principles of  
Marketing*

*A Strategic*

*Perspective, 5th  
edition*

*Marketing*

*Management*

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Excel formulas  
and functions to**

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Edition Connect

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Plus

**Mastering the use of formulas and functions lets you use Excel to compute useful day-to-day information, such as calculating the true cost of credit card purchases or**



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and 30-year  
mortgage costs.**

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demystifies  
Excel's built-in  
functions so you  
can put them to  
work. You'll find  
step-by-step  
instructions on  
150 of Excel's**

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Plus

**most useful  
functions, how  
they work within  
formulas, and how  
to use them to  
make your life  
easier. See how to  
use 150 of Excel's  
most useful  
functions, with real-  
world examples  
showing how each  
function is used**

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within a formula  
Learn to calculate

the costs of

leasing versus

buying a car,

compute

classroom grades,

create an

amortization table,

or evaluate

investment

performance Fully

updated for Excel

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**2010, but the principles will work with earlier versions of Excel as well Includes essential coverage of an additional 85 functions In the ever-popular, non-threatening For Dummies style, Excel Formulas and Functions For**

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Edition makes  
Excel's power  
accessible to you.**

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marketing  
research, fourth  
edition, delivers  
current marketing  
research topics  
and tools that  
marketers need to  
succeed. The**

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**authors' years of  
experience in real-  
world marketing  
research is  
evident  
throughout, from  
the in-depth  
qualitative  
research to the  
coverage of new  
market-research  
tools and  
techniques. The**

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**text gives students  
a strong command  
of market-research**

**principles while**

**being concise**

**enough to use**

**alongside cases or**

**projects. »--**

**This second**

**edition provides**

**the core**

**knowledge**

**required to**

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**skillfully carry out  
all daily clinical  
responsibilities.**

**Current, updated  
coverage**

**examines human  
reproduction,  
genetics, high-risk  
pregnancies, labor  
and delivery risk,  
and much more.**

**Grewal Marketing,  
Fourth Canadian**



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Edition, focuses  
Edition, Connect

Plus  
on the core

concepts and

tools that

marketers use to

create value for

customers.

Current and

engaging

Canadian

examples

integrated

throughout the

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**text define how  
companies and  
successful  
entrepreneurs  
create value for  
customers  
through branding,  
packaging, pricing,  
retailing, service,  
and advertising.**

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Finance: Core

was developed

for the graduate

(MBA) level as a

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date, and to-the-point product, the majority of which can be realistically covered in a single term or course. To achieve the objective of reaching out to the many different types of students and

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the varying  
course settings,  
corporate  
finance is  
distilled down  
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while  
maintaining a  
decidedly modern  
approach. Purely  
theoretical  
issues are  
downplayed, and  
the use of

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extensive and elaborate calculations is minimized to illustrate points that are either intuitively obvious or of limited practical use. The goal was to focus on what students really

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need to carry  
away from a  
principles

course. A  
balance is  
struck by  
introducing and  
covering the  
essentials,  
while leaving  
more specialized  
topics to follow-  
up courses. Net  
present value is

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treated as the underlying and unifying concept in corporate finance. Every subject covered is firmly rooted in valuation, and care is taken throughout to explain how particular decisions have valuation



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elements and  
concepts for  
programming with  
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in technology  
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