



Principles of Marketing: Global and Southern African Perspectives

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Retaining the solid theoretical foundation of the international edition, this text helps students understand the complex marketing environment in which Southern African firms operate. A team of academics has adapted the text by integrating recent South African research, data, examples and case studies. This edition retains the practical, approachable and accessible style of the original text, which makes for an engaging and informative book. Its content coverage, while broad, is also in-depth, and it skillfully integrates both local and global examples.

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