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William M. Pride, O. C. Ferrell

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Foundations of Marketing offers a concise, straightforward approach to basic marketing concepts and strategies, while providing instructors with the flexibility to integrate supplemental resources or activities into their courses. Providing comprehensive coverage in a consolidated format, Pride and Ferrell highlight topics in sustainable marketing, marketing entrepreneurship, and marketing in transitional times while incorporating up-to-date research and examples throughout. In addition to a well-respected, distinguished author team, authoritative coverage, and comprehensive yet consolidated coverage, the Fourth Edition includes new advertisements, photos, and screen shots throughout the text; activities contributing to a larger semester goal to create a marketing plan; boxed features highlighting text themes; and Opening Vignettes that feature engaging companies intended to spark student interest.

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