

THE GLOBAL MANAGEMENT SERIES

Fundamentals of Marketing

**Geraldine McKay, Paul Hopkinson
and Ng Lai Hong**

(G) Goodfellow Publishers Ltd

(G) Published by Goodfellow Publishers Limited,
26 Home Close, Wolvercote, Oxford OX2 8PS
<http://www.goodfellowpublishers.com>

Published 2018

British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-910158-98-2

This book is part of the Global Management series

ISSN: 2514-7862

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Design and typesetting by P.K. McBride, www.macbride.org.uk

Cover design by Cylinder

Printed by Marston Book Services, www.marston.co.uk

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Dedications

*To my wonderful husband, Kevin and my sons Joe and Jack,
with all my love*

GM

*Many thanks to my family members, colleagues and friends
for their support and guidance.*

LH

For Nuong, John and Evie.

PH

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Acknowledgments

This book was written for undergraduates requiring an accessible text that initiates and encourages interest in marketing as a concept, an integrated practice and as a possible career. Those involved in the writing of this text have a wealth of global experience in teaching, research and marketing practice and we sincerely thank them for contributing so generously. We are extremely grateful for the support and patience of colleagues at Goodfellow Publishers and the encouragement given by the series editors.