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This textbook adopts an evidence-based approach to marketing. Key competitors in the market tend to focus on traditional theories and concepts, whereas this text challenges these traditional marketing assumptions and presents a newer, and more research-driven, way of understanding marketing.

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It challenges traditional marketing theories and concepts, presenting a research-driven framework for understanding the marketing process.

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HELPING THE STUDENTS OF TODAY BECOME THE MARKETING PROFESSIONALS OF TOMORROW Marketing: Theory, Evidence, Practice is a new Australasian text written for students who want to know what marketing people do, and what questions managers have to tackle in their day-to-day jobs.

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