

Connect 1-Semester Access Card for Marketing

Shane Hunt, John Mello



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Marketing by C. Shane Hunt and John E. Mello was designed to demonstrate to students the connection between marketing and their future careers, whether students choose to pursue a major in marketing or another field. With a number of features to support this effort, including career tips in every chapter and a comprehensive marketing plan exercise that focuses on marketing the most important product in students' lives: themselves, *Marketing* is the most practical content available for the Principles of Marketing course. Supported by results-driven technology in McGraw-Hill's Connect Marketing and a focused table of contents covering all of the foundational topics in fourteen concise chapters, *Marketing* is the smart choice for instructors and students to adopt for the Principles of Marketing course.

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