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*Joel R. Evans, Barry Berman*

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The updated 11th edition of Evans and Berman's *Marketing: Marketing in the 21st Century* text continues its savvy transformation into a state-of-the-art multimedia package. The subtitle signifies the focus on marketing concepts essential for the future success of any organization or person, presented in a technologically advanced pedagogical format. As with any human endeavor that begins with the seed of an idea, puts down roots and is nourished by warmth and food, marketing needs a solid foundation and nurturing to grow and flourish. The new 11th edition explains this necessity and how to achieve this goal. The print version has all the elements that you expect from Evans and Berman: comprehensive topical coverage, colorful design, cases, career material, etc.

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