

basic marketing perreault 19th pdf

Edmund Jerome McCarthy (February 20, 1928 – December 3, 2015) was an American marketing professor and author. He proposed the concept of the 4 Ps marketing mix in his 1960 book *Basic Marketing: A Managerial Approach*, which has been one of the top textbooks in university marketing courses since its publication. According to the *Oxford Dictionary of Marketing*, McCarthy was a "pivotal figure in ...

E. Jerome McCarthy - Wikipedia

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