

Title of Article : Marketing: Principles and Applications

Author(s): Worlu, R.E: Kehinde, J.O: and **Adegbuyi, O.A**

Outlet: Port Harcourt: MacrowlyKonsult. **A** **Date of Publication:** 2007

Abstract: This text provides a comprehensive introduction to marketing from the practical as well as theoretical perspective. It is rich in real world illustrative examples and applications, showing the major decisions that marketer's face in their efforts to balance the organization's objectives resources against the needs and opportunities in the market place. The text is designed to serve as introductory marketing text for students of Business Administration, Economics, Marketing, Finance, etc.