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This accessible, streamlined introduction to marketing by two of today's best-selling marketing authors helps users master the basic principles and practices of modern marketing in an enjoyable and practical way. The new edition is an even more effective text than its predecessors: it is complete, easy to manage, and explains how marketing affects the big picture in business and influences specific company divisions like accounting, information technologies, finance, operations, and human resources. Updated to present the latest marketing thinking, it builds upon a framework which positions marketing as the art and science of creating value for customers in order to capture value from customers in return. An excellent resource and tool for those employed in the field of marketing and sales; especially helpful for employees of global companies.