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***Bonilla y Asociados***  
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This best-selling, brief text introduces marketing through the lens of creating value for customers.

Today's marketing is about creating customer value and building profitable customer relationships. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value Creating it and capturing it drives every effective marketing strategy.

The tenth edition features a new learning design and integration with mymarketinglab, Pearson's online homework and personalized study tool.