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[Introduction Page 5](#)

[About This Book : Marketing Kerin Hartley Rudelius Test Bank Pdf Pdf Full PDF Page 5](#)

[Acknowledgments Page 8](#)

[About the Author Page 8](#)

[Disclaimer Page 8](#)

[1. Promise Basics Page 9](#)

[The Promise Lifecycle Page 17](#)

[Creating New \(Unsettled\) Promises Page 21](#)

[Creating Settled Promises Page 24](#)

[Summary Page 27](#)

[2. Chaining Promises Page 28](#)

[Catching Errors Page 30](#)

[Using finally\(\) in Promise Chains Page 34](#)

[Returning Values in Promise Chains Page 35](#)

[Returning Promises in Promise Chains Page 42](#)

[Summary Page 43](#)

[3. Working with Multiple Promises Page 43](#)

[The Promise.all\(\) Method Page 51](#)

[The Promise.allSettled\(\) Method Page 57](#)

[The Promise.any\(\) Method Page 61](#)

[The Promise.race\(\) Method Page 65](#)

[Summary Page 67](#)

[4. Async Functions and Await Expressions Page 67](#)

[Defining Async Functions Page 69](#)

[What Makes Async Functions Different Page 81](#)

[Summary Page 83](#)

[5. Unhandled Rejection Tracking Page 83](#)

[Detecting Unhandled Rejections Page 85](#)
[Web Browser Unhandled Rejection Tracking Page 90](#)
[Node.js Unhandled Rejection Tracking Page 94](#)
[Summary Page 95](#)
[Final Thoughts Page 96](#)
[Download the Extras Page 96](#)
[Support the Author Page 96](#)
[Help and Support Page 97](#)
[Follow the Author Page 102](#)

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Marketing: The Core Steven W. Hartley 2017-01-26 Initiating the marketing process -- Creating customer relationships and value through marketing -- Developing successful organizational and marketing strategies -- Appendix A: Building an effective marketing plan -- Understanding the marketing environment, ethical

behavior, and social responsibility -- Understanding buyers and markets -- Understanding consumer behavior -- Understanding organizations as customers -- Understanding and reaching global consumers and markets -- Targeting marketing opportunities -- Marketing research: from customer insights to actions -- Market segmentation, targeting, and positioning -- Satisfying marketing opportunities -- Developing new products and services -- Managing successful products, services, and brands -- Pricing products and services -- Managing marketing channels and supply chains -- Retailing and wholesaling -- Integrated marketing communications and direct marketing -- Advertising, sales promotion, and public relations -- Using social media to connect with consumers -- Personal selling and sales management -- Implementing interactive and multichannel marketing -- Appendix B: Planning a career in marketing -- Glossary -- Name index -- Company/product index -- Subject index
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