
Essentials Of Marketing 14th Edition

Essential Book Marketing Tips Philip Kotler: Marketing Seth Godin - Everything You (probably) DON'T Know about Marketing My Top 5 Marketing Books Of All Time (READ THESE NOW) The 1-page Marketing Plan : Supercharge your marketing strategy (audiobook) How to MARKET your BOOK: #35 of my favorite marketing strategies I use to market my novels 6 Biggest Book Marketing Tips I Learned After Making \$1.3 Million with KDP Amazon Books Make on Demand Virtual Tour Marketing Management | Core Concepts with examples in 14 min 8 Ways to Get Your Book Discovered - Book Marketing Book Marketing Strategies and Tips for Authors | Best Seller Campaign | Self Publishing Free Book Promotions - Insanely easy strategy to promoting your books for free 45 Ways to Sell More Books - Book Marketing Idea Checklist A Plan Is Not a Strategy Essentials of Marketing Strategy Course - Faculty Spotlight Top 10 Marketing Books for Entrepreneurs Best Books for Book Marketers 6 Book Marketing Strategies I Used To 10x My Sales (Advice for Authors) Book Marketing Strategies For Your First Book Market 4.0 a book by Philip Kotler - What to expect? Top 5 Marketing Books Every Amazon Seller Should Read #Shorts The Best Book Marketing Tactics The Best Scheduling Tool for Partners? | Ep# 682: Cape Codable Top 4 Digital Marketing Books for Beginners | Online marketing books by Philip Kotler | Digi Schema Paris Pickpocket girl gang waiting for victims #OhmyParis2024

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The Essentials of Project Management

A Preface to Marketing Management

Loose Leaf for Consumer Behavior

On Target

Kotler On Marketing

Marketing Management
Business Research Methods
Principles of Marketing European Edition
A Preface to Marketing Management
Anatomy of the Sacred
Essentials of Organizational Behavior
Essentials of Marketing
Essentials of Marketing Research
Introduction to Business

Essentials Of Marketing 14th Edition

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JAMAL BRANDT

Essentials of Accounting for Governmental and Not-for-profit Organizations McGraw-Hill/Irwin

Principles of Marketing Seventh European Edition Philip Kotler, Gary Armstrong, Lloyd C. Harris and Nigel Piercy The goal of every marketer is to create more value for customers. The authors of this new European Edition have aimed to create more value for the reader by building on a classic marketing text with its well-established customer-value framework and complimenting it with an emphasis throughout the book on sustainable marketing, measuring and managing return on marketing, marketing technologies and marketing around the world. To help bring marketing to life this book is filled with interesting examples and stories about real companies, such as Amazon, Google, Uber, ASOS and Lego and their marketing practices. This is the place to go for the freshest and most authoritative insights into the increasingly fascinating world of

marketing. Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. Lloyd C. Harris is Head of Department and Professor of Marketing at Birmingham Business School, University of Birmingham. His research has been widely disseminated via a range of marketing, strategy, retailing and general management journals. Nigel Piercy, was formerly Professor of Marketing & Strategy, and Associate Dean, at Warwick Business School. He is now a consultant and management writer. Recent publications include Marketing Strategy and Competitive Positioning, 6th ed. (with Graham Hooley, Brigitte Nicoulaud and John Rudd) published by Pearson in 2016.

Selling Today: Partnering to Create Value, Global Edition
Irwin/McGraw-Hill

Essentials of Marketing pioneered an innovative structure--using

the "Four Ps" framework first introduced by Jerome McCarthy-- with a managerial approach. The 16th edition continues to build both the logic of the Four Ps and its strategy planning approach to support new developments in the field. Essentials of Marketing prepares students for success by teaching skills through examples, explanations, frameworks, models, classification systems, cases, and practical "how-to" techniques geared toward increasing analytical abilities and helping students figure out how to do a superior job of satisfying customers. Special topics like services, international marketing, big data, social media, ethics, and more are integrated throughout. Additional resources further enhance learning, including new Marketing Analytics: Data to Knowledge exercises in Connect, updated and brand new cases, and completely updated instructor supplements.

Perreault/Cannon's Essentials of Marketing is available through McGraw-Hill Connect®, a subscription-based learning service accessible online through personal computer or tablet.

Marketing Irwin/McGraw-Hill

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ESSENTIALS OF UNDERSTANDING PSYCHOLOGY

Prentice Hall

Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their

thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives your students a strong command of market research principles, while being short enough to use alongside your favorite cases or projects. *Essentials of Organizational Behavior* Pearson Higher Ed Essentials of Marketing Research takes an applied approach to the fundamentals of marketing research by providing examples from the business world of marketing research and showing students how to apply marketing research results. This text focuses on understanding and interpreting marketing research studies. Focusing on the 'how-to' and 'so what' of marketing research helps students understand the value of marketing research and how they can put marketing research into practice. There is a strong emphasis on how to use marketing research to make better management decisions. The unique feature set integrates data analysis, interpretation, application, and decision-making throughout the entire text. The text opens with a discussion of the role of marketing research, along with a breakdown of the marketing research process. The text then moves into a section discussing types of marketing research, including secondary resources, qualitative research, observation research, and survey research. Newer methods (e.g. using blogs or Twitter feeds as secondary resources and using online focus groups) are discussed as extensions of traditional methods such. The third section discusses sampling procedures, measurement methods, marketing scales, and questionnaires. Finally, a section

on analyzing and reporting marketing research focuses on the fundamental data analysis skills that students will use in their marketing careers. Features of this text include:

- Chapter Openers describe the results of a research study that apply to the topics being presented in that chapter. These are taken from a variety of industries, with a greater emphasis on social media and the Internet.
- A Global Concerns section appears in each chapter, helping prepare students to conduct market research on an international scale. This text emphasizes the presentation of research results and uses graphs, tables, and figures extensively.
- A Statistics Review section emphasizes the practical interpretation and application of statistical principles being reviewed in each chapter.
- Dealing with Data sections in each chapter provide students with opportunities to practice interpreting data and applying results to marketing decisions. Multiple SPSS data sets and step-by-step instructions are available on the companion site to use with this feature.
- Each Chapter Summary is tied to the chapter-opening Learning Objectives.
- A Continuing Case Study follows a group of students through the research process. It shows potential trade-offs, difficulties and flaws that often occur during the implementation of research project. Accompanying case questions can be used for class discussion, in-class group work, or individual assignments.
- End-of-Chapter Critical Thinking Exercises are applied in nature and emphasize key chapter concepts. These can be used as assignments to test students' understanding of marketing research results and how results can be applied to decision-making.
- End-of-chapter Your Research Project provides more challenging opportunities for students to apply chapter

knowledge on an in-depth basis, and thus learn by doing.

Essentials of the Earth McGraw-Hill Education

This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For undergraduate and graduate courses in marketing management. The gold standard for today's marketing management student. The world of marketing is changing every day -- and in order for students to have a competitive edge, they need a text that reflects the best and most recent marketing theory and practices. Marketing Management collectively uses a managerial orientation, an analytical approach, a multidisciplinary perspective, universal applications, and balanced coverage to distinguish it from all other marketing management texts out there. Unsurpassed in its breadth, depth, and relevance, the 16th Edition features a streamlined organization of the content, updated material, and new examples that reflect the very latest market developments. After reading this landmark text, students will be armed with the knowledge and tools to succeed in the new market environment around them.

THE ESSENTIALS OF PROJECT MANAGEMENT

McGraw Hill Professional

For undergraduate principles of marketing courses. Marketing: An Introduction shows students how customer value -- creating it and capturing it -- drives effective marketing strategies. The 14th Edition reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement, and

relationships, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. Through updated company cases, Marketing at Work highlights, and revised end-of-chapter exercises, students are able to apply marketing concepts to real-world company scenarios. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

A Preface to Marketing Management Palo Alto Software, Inc. "The goal of the 16th edition of Marketing is to create an exceptional experience for to day's students and instructors of marketing. The development of Marketing was based on a rigorous process of assessment, and the outcome of the process is a text and package of learning tools that are based on engagement, leadership, and innovation in marketing education"-

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LOOSE LEAF FOR CONSUMER BEHAVIOR

Flat World Knowledge

As marketers and digital nomads, we pride ourselves on coming up with fresh ideas. This is how we stay relevant, and it's how we grow in our careers. So, where do some of the most brilliant

marketing minds get their inspiration? From other brilliant minds, of course. Hopefully, these marketing-related words of wisdom in this book will transform your business and the way you think about marketing, advertising, branding, SEO, lead generation, content creation, storytelling, social media, creativity, innovation, and more. Tags: marketing books marketing for dummies marketing rebellion marketing analytics marketing a love story marketing automation marketing agency marketing an introduction 13th edition a marketing manual for the millennium marketing books best sellers marketing basics marketing by grewal marketing best sellers marketing calendar 2020 marketing communications marketing consulting marketing calendar marketing cloud john c maxwell the power of five for network marketing global marketing warren j. keegan and mark c. green marketing digital en español marketing digital marketing design marketing data science marketing dummies marketing essentials marketing engineering marketing essentials clow marketing ethics and society marketing en español marketing books marketing for small business marketing for artists marketing funnel marketing fashion marketing god marketing grewal levy 6th edition marketing grewal marketing gifts marketing guide marketing health services marketing health services 3rd edition marketing high technology marketing hunt marketing handbook marketing ideas marketing in the age of google marketing intro marketing in a nutshell 3 marketing intro armstrong i love marketing everything i know about marketing i learned from google marketing journal marketing kerin marketing kotler marketing kerin hartley marketing kerin 14th edition marketing kerin 13th marketing lessons from the grateful

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On Target Simon and Schuster

Since 1969, Philip Kotler's marketing text books have been read
 as the marketing gospel, as he has provided incisive and valuable
 advice on how to create, win and dominate markets. In KOTLER
 ON MARKETING, he has combined the expertise of his bestselling
 textbooks and world renowned seminars into this practical all-in-
 one book, covering everything there is to know about marketing.
 In a clear, straightforward style, Kotler covers every area of
 marketing from assessing what customers want and need in
 order to build brand equity, to creating loyal long-term
 customers. For business executives everywhere, KOTLER ON
 MARKETING will become the outstanding work in the field. The
 secret of Kotler's success is in the readability, clarity, logic and
 precision of his prose, which derives from his vigorous scientific
 training in economics, mathematics and the behavioural
 sciences. Each point and chapter is plotted sequentially to build,
 block by block, on the strategic foundation and tactical
 superstructure of the book.

Kotler On Marketing Irwin/McGraw-Hill

MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and
 Rudelius continues the tradition of cutting-edge content and
 student-friendliness set by Marketing 8/e, but in a shorter, more
 accessible package. The Core distills Marketing's 22 chapters
 down to 18, leaving instructors just the content they need to
 cover the essentials of marketing in a single semester. Instructors
 using The Core also benefit from a full-sized supplements
 package. The Core is more than just a "baby Kerin"; it combines

great writing style, currency, and supplements into the ideal package.

MARKETING MANAGEMENT

SAGE Publications

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Business Research Methods Holt, Rinehart and Winston of Canada The tools you need to manage and lead. Concise, practical, and based on the best available research, *Essentials of Organizational Behavior: An Evidence-Based Approach, Second Edition* equips students with the necessary skills to become effective leaders and managers. Author Terri A. Scandura uses an evidence-based approach to introduce students to new models proven to enhance the well-being, motivation, and productivity of people in the work place. Experiential exercises, self-assessments, and a variety of real-world cases and examples provide students with ample opportunity to apply OB concepts and hone their critical thinking abilities. A Complete Teaching & Learning Package SAGE Premium Video Included in the interactive eBook! SAGE Premium Video tools and resources boost comprehension and bolster

analysis. Watch this video on Leadership and Motivation for a preview. Learn more. Interactive eBook Includes access to SAGE Premium Video, multimedia tools, and much more! Save when you bundle the interactive eBook with the new edition. Order using bundle ISBN: 978-1-5443-2108-0. Learn more. SAGE coursepacks FREE! Easily import our quality instructor and student resource content into your school's learning management system (LMS) and save time. Learn more. SAGE edge FREE online resources for students that make learning easier. See how your students benefit.

[Principles of Marketing European Edition](#) Pearson Higher Ed Guides students through introductory psychology concepts. This book integrates a variety of elements that foster students' understanding of psychology and its impact on their everyday lives, including a fresh Neuroscience and Life feature.

A PREFACE TO MARKETING MANAGEMENT

Pearson

For courses in Sales and Personal Selling. *Selling Today: Partnering to Create Value* helps students understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of learn by doing materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process. As the developed nations of the world transition from a production focus to a sales-and-service focus, this edition prepares students to succeed as members of a new generation of businesspeople. The full text

downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Anatomy of the Sacred Routledge

The twelfth edition's new readings include selections on the unspoken rules of social interaction, the shocking disparities between upper- and lower-class life, America's changing attitudes toward work and family and the roles they fulfill, and the "McDonaldization" of American society. Together with these essential new articles, the selections by Peter Berger, Herbert Gans, Erving Goffman, Donna Eder, Zella Luria, C. Wright Mills, Deborah Tannen, Barrie Thorne, Sidney Katz, Philip Zimbardo, and many others provide firsthand reporting that gives students a sense of "being there." Henslin also explains basic methods of social research, providing insight into how sociologists explore the social world. The selections in *Down to Earth Sociology* highlight the most significant themes of contemporary sociology, ranging from the sociology of gender, power, politics, sports, and religion, to the contemporary crises of racial tension, crime, rape, poverty, and homelessness.

Essentials of Organizational Behavior SAGE

Essentials of Marketing: A Marketing Strategy Planning Approach is about marketing and marketing strategy planning. At its

essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers. This author team takes that point of view seriously and believes in practicing what they preach. Instructors and students can trust that this new edition of *Essentials of Marketing 14e* - and all of the teaching and learning materials that accompany it - will satisfy every instructor and students' needs. Building on *Pioneering Strengths* This author team pioneered an innovative structure - using the "four Ps" with a managerial approach for the introductory marketing course. It has become one of the most widely used business textbooks ever published because it organises the best ideas about marketing so that readers can both understand and apply them. The unifying focus of these ideas is on how to make marketing decisions that a manager must make in deciding what customers to target and how best to meet their needs. Over many editions of *Essentials of Marketing*, there have been constant changes in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing updates to the text to reflect marketing's best practices and ideas. What's unique about *Essentials of Marketing*? The four Ps framework, managerial orientation, and strategy planning focus have proven to be foundational pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package. *Essentials of Marketing* teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and "how-to-do-it" techniques that relate to our overall

framework for marketing strategy planning. Similarly, the online Marketing Plan Coach helps students see how to create marketing plans. Taken together, these items speed the development of “marketing sense” and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way. They are practical and they work. The authors emphasise careful integration of special topics. Some textbooks treat “special” topics—like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organisations, marketing ethics, social issues, and business-to-business marketing—in separate chapters. The authors deliberately avoid doing that because they are convinced that treating such topics separately leads to an unfortunate compartmentalisation of ideas. The comprehensive package of materials gives instructors the flexibility to teach marketing their way - or for the student, the ability to learn marketing their way.

Essentials of Marketing McGraw-Hill/Irwin

"A real world tool for helping develop effective marketing strategies and plans." -- Dennis Dunlap, Chief Executive Officer, American Marketing Association "For beginners and professionals in search of answers." -- Stephen Joel Trachtenberg, President Emeritus and University Professor of Public Service, The George Washington University "A 'must read' for every business major and corporate executive." -- Clarence Brown, former Acting Secretary, U.S. Department of Commerce The Biggest Companies. The Boldest Campaigns. THE BEST INSIDER'S GUIDE ON THE MARKET. The most comprehensive book of its kind, The Big Book of Marketing is the definitive resource for marketing

your business in the twenty-first century. Each chapter covers a fundamental aspect of the marketing process, broken down and analyzed by the greatest minds in marketing today. For the first time ever, 110 experts from the world's most successful companies reveal their step-by-step strategies, proven marketing tools, and tricks of the trade—fascinating, exclusive, real-world case studies from an all-star roster of companies, including: ACNielsen * Alcoa * American Express * Amtrak * Antimicrobial * Technologies Group * APL Logistics * Arnold * AT&T * Atlas Air * Bloomingdale's * BNSF * Boeing * Bristol-Myers Squibb * Burson-Marsteller * BzzAgent * Caraustar * Cargill * Carnival * Coldwell Banker * Colgate-Palmolive * Colonial Pipeline * Con-way * Costco * Dean Foods * Discovery Communications * Draftfcb * DSC Logistics * DuPont * Edelman * ExxonMobil * Fabri-Kal * FedEx Trade Networks * Fleishman-Hillard * Ford * Frito-Lay * GE * Greyhound * Hair Cuttery * Hilton * HOLT CAT * IBM * Ingram Barge * Ingram Micro * International Paper * John Deere * Kimberly-Clark * Kodak * Kraft * L.L.Bean * Landor * Long Island Rail Road * Lulu.com * Mars * MCC * McCann * McDonald's * McKesson * Nationals * NCR * New York Times * Nordstrom * Ogilvy Action * OHL * 1-800Flowers.com * Overseas Shipholding Group * Owens Illinois * P & G * Papa John's * Paramount Pictures * Patagonia * PepsiCo * Pfizer * Porter Novelli * RAPP * Ritz-Carlton * Safeway * Saks Fifth Avenue * Sara Lee * SC Johnson * Sealed Air * Sears * Silgan * Skyhook * Snap-on Tools * Southwest * Sports and Leisure * ResearchGroup * Staples * Stoner * Supervalu * Synovate * Tanimura & Antle * TBWA * Tenet Healthcare * Texas Instruments * 3M * ToysRUs * Trader Joe's * Tupperware * Under Armour * United Airlines * United Stationers

* Verizon * VISA * Weyerhaeuser * Wilson Sporting Goods * Wunderman * Xerox * Y&R * Zappos.com No matter what business you're in--from retail and manufacturing to service and nonprofit--The Big Book of Marketing offers the most practical, hands-on advice you'll ever find . . . from the best in the business. Anthony G. Bennett taught marketing at Georgetown University. With three decades of experience in the field, he has held a variety of key marketing positions at Fortune 500 companies, including AT&T and others. He resides in McLean, Virginia.

Essentials of Marketing Research McGraw-Hill Europe Basic Marketing 16e builds on the foundation pillars of previous editions – the four Ps framework, managerial orientation, and strategy planning focus. 16e builds upon its pioneering beginnings that introduced the “four Ps” to the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs. Over many editions there has been constant change in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made

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ongoing changes to the text to reflect marketing’s best practices and ideas. Throughout all of these changes, Basic Marketing and the supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, and recent “best practices.” This edition extends the strategy planning approach, integrating concepts tightly with the marketing strategy planning model.

INTRODUCTION TO BUSINESS

Irwin Professional Publishing

"Thank you for considering the thirteenth edition of *Essentials of Accounting for Governmental and Not-for-Profit Organizations*. I have used the text with traditional three-semester-hour classes, with half-semester GNP courses, and as a module in advanced accounting classes. It is appropriate for accounting majors or as part of a public administration program. The Excel-based problems were developed to facilitate delivery through distance learning formats. The focus of the text is on the preparation of external financial statements. The coverage is effective in preparing candidates for the CPA examination"--