

# Open your students' minds to the world of marketing.

Building on many of the same features that have made *The World of Business* the leading textbook for introduction to business courses in Canadian high schools, *The World of Marketing* offers a unique and engaging Canadian perspective on marketing.

- *The World of Marketing* is the only new Canadian marketing text written specifically for high school students!
- It has been developed to address the curriculum expectations and prescribed learning outcomes for the following courses:
  - Ontario Grade 11, Introduction to Marketing, BMI3C
  - British Columbia Grade 11, Marketing
  - British Columbia Grade 12, Marketing