

Principles Of Marketing By Philip Kotler And Gary Armstrong

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Principles of Marketing helps current and aspiring marketers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Presenting fundamental marketing information within an innovative customer-value framework, the book helps readers understand how to create value and gain loyal customers.

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Principles of Marketing. by. Philip Kotler, Gary Armstrong. 4.08 - Rating details - 2,631 ratings - 143 reviews. The 11th edition of this text continues to build on four major marketing themes: building and managing profitable customer relationships, building and managing strong brands to create brand equity, harnessing new marketing technologies in the digital age, and marketing in a socially responsible way around the globe.

Principles of Marketing by Philip Kotler

Principles of Marketing helps readers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help individuals understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework.

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Marketing - Philip Kotler Ch 1

Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives.

Kotler & Armstrong, Principles of Marketing | Pearson

To help readers understand how to create value and gain loyal customers, Principles of Marketing presents fundamental marketing information in a comprehensive format, organized around an innovative customer-value framework. The fourteenth edition includes coverage on sustainability and a focus on marketing in today's challenging economic climate.

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Principles of Marketing - Philip Kotler, Gary Armstrong ...

It is a valuable compilation of topics, ranging from the basic to the most complex theories and principles in the field of marketing. As this field is emerging at a rapid pace, the contents of this textbook will help the readers understand the modern concepts and applications of the subject.

Principles of Marketing: Thompson, Jaden: 9781635490022 ...

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