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Readers interested in an overview of marketing strategies and techniques. Learn how to create value and gain loyal customers. 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. The fifteenth edition has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships. Emphasizing the great role that technology plays in contemporary marketing, it's packed with new stories and examples illustrating how companies employ technology to gain competitive advantage--from traditional marketing all-stars such as P&G and McDonald's to new-age digital competitors such as Apple and Google.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding

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A comprehensive, classic principles text organized around an innovative customer-value framework. Students learn how to create customer value, target the correct market, and build customer relationships.

Any marketing student should have knowledge of this great version of Kotler's classic Principles of Marketing book.' Even Lanseng, Norges Landbrukshogskole, Norway Classic and authoritative, Principles of Marketing, Fourth European Edition remains on the cutting edge of contemporary marketing. Kotler, Wong, Saunders and Armstrong have delivered a fresh, practical, managerial approach to the subject. Top gurus in their field, the team brings to this new edition great features and content, which include: rich topical examples and applications, which explain the major decisions marketing managers face; completely revised and updated Prelude Cases, Marketing Insights and Concluding Concept cases that reflect the growing influence of e-commerce; enhanced full colour adverts, tables and figures that highlight key ideas and marketing strategies. 'Principles of Marketing provides an excellent all-round introduction to the subject.' - Deborah Anderson, Kingston University, UK. A comprehensive Companion Website contains a wealth of teaching material for instructors and learning materials for students.; Completely updated, this site boasts great additions, such as more case studies, more multiple choice questions, and sample answers to the questions from the Marketing in

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Practice DVD. 'Comprehensive and authoritative, but a pleasure to read - an uncommon combination' - Sveinn Eldon, Arcada Polytechnic, Finland. Philip Kotler is S. C. Johnson and Son Distinguished Professor of International Marketing at the J. L. Kellogg Graduate School of Management, Northwestern University. Veronica Wong is Professor of Marketing and Head of the Marketing Group at Aston Business School. John Saunders is Professor of Marketing, Head of Aston Business School and Pro-Vice Chancellor of Aston University. Gary Armstrong is Professor and Chair of Marketing in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

Principles of Marketing, helps students understand how to create value, build customer relationships and master key marketing challenges. The 8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing. Packed with examples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

"In a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. 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. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, the 17th Edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations,

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