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Principles Of Marketing Kotler 14th

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By Philip Kotler, Gary Armstrong: Principles of Marketing (14th Edition) Fourteenth (14th) Edition Paperback – March 6, 2011

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Kotler, P. and Armstrong, G. (2012) Principles of Marketing. 14th Edition, Pearson Education Limited, Essex, England.

Kotler, P. and Armstrong, G. (2012) Principles of ...

Description. For Principles of Marketing courses using a comprehensive text. Learn how to create value and gain loyal customers. Today's marketing challenge is to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives.

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Principles of Marketing (14th edition) - Business ...

summary principles of marketing philip kotler, gary armstrong 15th edition contents marketing creating and capturing value strategy partnering to build customer

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Principles Of Marketing 17th Edition by Philip T.Kotler Gary Armstrong

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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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Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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Kotler, P & Armstrong, G 2011, Principles of Marketing. 14th edn, Prentice Hall.

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