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Principles of Marketing. by. Philip Kotler, Gary Armstrong. 4.08 · Rating details · 2,620 ratings · 142 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.

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Description. 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.

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Kotler, Principles of Marketing, 8th European Edition

Summary Principles of Marketing - Philip Kotler, Gary Armstrong. University. University of New South Wales. Course. Marketing Fundamentals (MARK1012)
Book title Principles of Marketing. Author.

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

For Kotler and Armstrong, the authors of Principles of Marketing, segmentation is acknowledging that you can't serve all clients with the same level of satisfaction. This way, in order to provide the greatest satisfaction possible, it's necessary to define a "Target Market".

27 Lessons from Philip Kotler, the father of Marketing..

Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and ...

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