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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

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

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