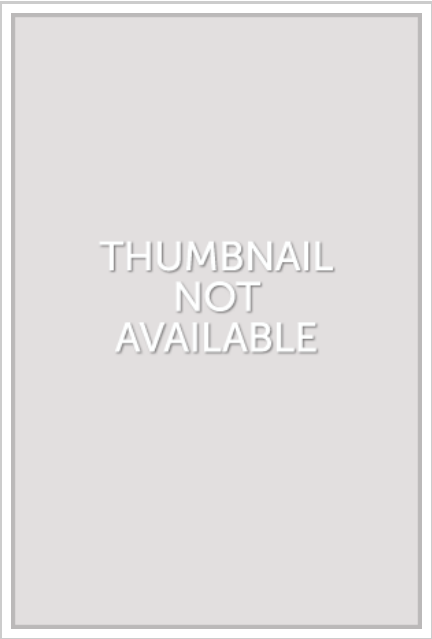


DOWNLOAD

Principles of Marketing, Student Value Edition (15th Edition)

By Kotler, Philip; Armstrong, Gary

Prentice Hall, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 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.

READ ONLINE
[7.56 MB]

Reviews

This created publication is excellent. It generally does not price a lot of. You may like just how the writer create this pdf.
-- ***Jo Kuhlman***

This ebook is indeed gripping and fascinating. it had been writtern really properly and helpful. I am very easily could possibly get a satisfaction of reading a published publication.
-- ***Maude Ritchie***