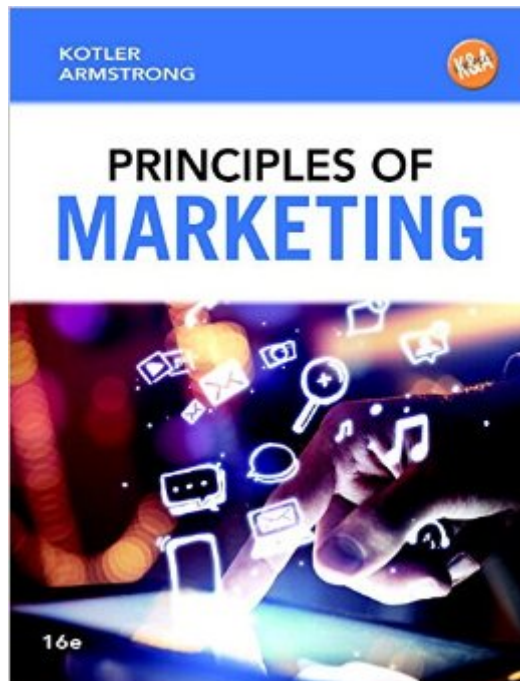


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Principles Of Marketing (16th Edition)



Synopsis

NOTE: This is a standalone product. For Principles of Marketing courses that require a comprehensive text. Help students learn how to create customer value and engagement. 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, this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities. MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133973107 / ISBN-13: 9780133973105. That package includes ISBN-10: 0133795020 / ISBN-13: 9780133795028 and ISBN-10: 0133862097 / ISBN-13: 9780133862096.

MyMarketingLab should only be purchased when required by an instructor.

Book Information

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Customer Reviews

I'm wondering if they are in need of an editor...I've found so many grammar mistakes in this book so far. Granted, this is a marketing book, but come on. That's a little unprofessional. Take the time to get it right. Don't just keep pumping out new books all the time, if they aren't even ready. Take pride in

your work.

I purchased this book for my daughter for a college class. It stated the book was like new. We were so overjoyed when the book arrived. It was like a brand new book. There were no high light marks in it and if I didn't know better I would have thought it was a brand new book. The cost of the book was well less than what the book would have cost brand new. My daughter was very happy with the book and I was happy with the price and the condition.

I purchased this textbook for my marketing class. This book was an excellent read and the course objectives for each reading is helpful to understand the chapter. I like how the case studies and examples are applicable to our every day life that it's easy to relate too.

It's a book. It has words. It's fantastic

The principles of Marketing has been a powerful tool in my journey into the marketing profession. I found many ways to apply the concepts to my MBA assignments and growth.

Great book for an introduction to marketing. It is expensive, but it's of high quality and the e-version works great with Kindle.

Still waiting to receive this book, but I was glad to find it at a reasonable price. My son needs it for his college class.

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