


[DOWNLOAD](#)


Principles of Marketing Plus 2014 MyMarketingLab with Pearson eText -- Access Card Package (15th Edition)

By Kotler, Philip; Armstrong, Gary

Prentice Hall, 2014. 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
[2.39 MB]

Reviews

It is just one of the most popular ebook. It is written in simple words and not confusing. I am just happy to tell you that this is actually the finest ebook I have got read inside my very own existence and may be the greatest ebook for at any time.

-- **Vicky Adams**

It is a single of my personal favorite ebook. I am quite late in start reading this one, but better than never. Your life span will likely be enhanced once you total reading this article publication.

-- **Russ Mueller**