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PRINCIPLES OF MARKETING, GLOBAL EDITION (PAPERBACK)



Pearson Education Limited, United Kingdom, 2015. Paperback. Condition: New. 16th edition. Language: English . Brand New Book. 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....

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- Authored by Philip Kotler, Gary Armstrong
- Released at 2015



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