



Marketing: An Introduction (12th Edition)

By Armstrong, Gary; Kotler, Philip

Prentice Hall, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: This title is intended for use in undergraduate principles of marketing courses. It is also suitable for those interested in learning more about the fundamentals of marketing. The brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, the book shows students how customer value - creating it and capturing it - drives every effective marketing strategy.



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