



Principles of Marketing

Philip Kotler , Gary Armstrong

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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.

Also available with MyMarketingLab

This title is also available with MyMarketingLab-an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Hands-on activities and exercises enable students to better understand and master course concepts, and the skills required to be successful marketers today.

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Principles of Marketing Details

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From Reader Review Principles of Marketing for online ebook

Essam AlGhamdi says

The simplest marketing book taught in B-School.

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Rebecca Radnor says

Generally referred to as the Bible of Marketing, I will be teaching this book this semester so I did something the students will never do (although none will admit it), I read it cover to cover. (Reason I never read it before is I was not a marketing major in University, life just sort of pushed me in that direction.)

Felt the early chapters while very interesting were overly long. It feels like Phil over the years just kept adding and adding stuff. Took me SO long to read some of them -- I'm talking numerous hours, that I have serious doubts that my students won't just throw their hands up in frustration. The fact that it's the first few chapters that are like that is problematic as to my experience, once students have decided that the reading assignments are unreasonable good luck on getting them to keep at it.

That said, there's some good stuff in it. I particularly enjoyed chapters 18 (strategy) and 20 (CSR) which I'm betting are more recent adds. They were a bit more mentally challenging and actually stimulated some thinking, even on my part.

The chapter on Internet marketing I think takes the wrong tone. Its 'revelatory' in its tone which is fine for folks who've been in the field 20 years and need their kids to help them negotiate Amazon's web sites, but I think the students will be sitting there going, "well dugh, doesn't everyone know that?." I think that chapter needs to be redone and shouldn't spend its time telling the kids about all these amazing sites (which they use daily and take for granted) but rather go more deeply into the problems and challenges these companies have faced.

Vassilena Valchanova says

A must-read for marketers, this book gives a really good basis for practice. It's written in an American manner, with lots of practical info, examples and case studies. Even if you are already a marketing graduate, it would do you a world of good to go through it and get familiar (or re-acquainted) with the main marketing principles.

Shoaib says

at yet i have not done

Vineet says

The book is the marketing Bible of our times. Given to us as text book, I used to read it for leisure. Still do sometimes !!

Medhat Ramadan says

The first step in a Marketing studying success is to read this awesome textbook by the father of Mktg. Philip kotler.
The book really covered all the principles of MKTG and Cases to actual enterprises..
Recommended!

Nader Abdelkader says

This book is so effective in presenting the marketing principles and concepts. Very well organized and effective case studies and examples with clear explanation of everything. The Great Philip Kotler new edition book is amazing compared to old editions.

Yasmin says

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Fahed Al Kerdi says

Another core reference in the field marketing, authored by one of the greatest marketing-theoretician. His

book is the corner stone to understand marketing as subject to study.

Amin says

VERY NICEEE...:)

Trent Rock says

This is a great overview textbook...tons of case studies....well organized...easy to read...

YOGI PUSPITASARI says

good text book

Robayet Islam says

This is very enormous book for a marketing student. I love it.

Em Chainey (Bookowski) says

All "Principles" of Marketing; not theoretic which I obsessed to understand. Finally I got it, marketing is not a science, it is a "discipline" which has scientific methods for measurement.

Amir says

Firstly I learned about Market. For understanding market you have to know about the environment of market, Business to Business marketing, how to search for new market or accumulate more information about the current market.

Secondly I learned that Marketing has three different strategies named: Relationship marketing, Segmentation and Positioning and Competitive strategy.

And finally I learned about the dominant ideas of the modern marketing consist of Price, Product, Promotion and Place. These four elements named 4Ps and usually known as Marketing Mix.
