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An Integrated Approach to Online Marketing Kogan Page Publishers
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measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Ranging from social media, SEO, content marketing and user experience, to customer loyalty, automation and personalization, this edition features cutting edge updates on marketing automation, messaging and email, online and offline integration, the power of technologies such as AI, plus new data protection and privacy strategies. Accompanied by downloadable templates and resources, Digital Marketing Strategy is an ideal road map for any marketer to streamline a digital marketing strategy for measurable, optimized results. Online resources include lecture slides, activity sheets, practical implementation guides and templates, which will be regularly updated to equip readers as digital marketing continues to evolve.

Principles of Marketing

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How do we get you moving? By placing you the customer-in the driver's seat. "Marketing" introduces the leading marketing thinking on how "customer value" is the driving force behind every marketing strategy. Fasten your seatbelt. Your learning journey starts here! www.prenhall.com/kotler Principles of Marketing Prentice Hall

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students are able to apply marketing concepts to real-world company scenarios. This title is also available digitally as a standalone Pearson eText, or via Pearson MyLab Marketing which includes the Pearson eText. These options give students affordable access to learning materials, so they come to class ready to succeed. Contact your Pearson rep for more information. Principles of Marketing, Fourth Canadian Edition, Philip Kotler, Gary Armstrong, Peggy Cunningham Academic Internet Pub Incorporated For undergraduate Principles of Marketing courses. This best-selling, brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value – creating it and capturing it – drives every effective marketing strategy. The Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies. MyMarketingLab for Marketing: An

Introduction is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams – resulting in better performance in the course – and provides educators a dynamic set of tools for gauging individual and class progress.

Marketing : an Introduction : [by] Philip Kotler, Gary Armstrong Prentice Hall

"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, the 17th Edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities." --

Principles of Marketing, Fifth Edition, [by] Philip Kotler, Gary Armstrong : Instructor's Resource Manual SAGE Publications Innovation + Value Creation. The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective, easier and more enjoyable than ever. Today's marketing is about creating customer value and building profitable customer relationships. With even more new Australian and international case studies, engaging real-world examples and up-to-date information, Principles of Marketing shows students how customer value-creating and capturing it-drives every effective marketing strategy. The 6th edition is a thorough revision, reflecting the latest trends in marketing, including new coverage of social media, mobile and other digital technologies. In addition, it covers the rapidly changing nature of customer

relationships with both companies and brands, and the tools marketers use to create deeper consumer involvement.

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Marketing Prentice Hall This casebook complements and accompanies Philip Kotler and Gary Armstrong's Principles of Marketing by providing 37 cases on Asian companies operating in Asia and/or outside Asia, as well as about non-Asian companies operating within Asia. Principles of Marketing, Student Value Edition Pearson Revised edition of the

authors' Principles of marketing.

Principles of Marketing
Pearson Education
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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.

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