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PRINCIPLES OF MARKETING • Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

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Principles of Marketing helps readers 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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Principles of Marketing 16th edition is another book on marketing. Gary Armstrong and Philip Kotler are the book authors. Marketing an Introduction is another joint work by both authors. Published under Pearson, the 16th edition is a revised and expanded text.

Summary Principles of Marketing - Philip Kotler, Gary ...

Principles of Marketing helps readers 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 individuals 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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### PRINCIPLES OF MARKETING

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