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Principles of Marketing (15th Edition) is one of the best Modern Marketing books written by the 'Marketing Guru' Mr. Philip Kotler, the American marketing author, consultant, professor and much more. He is the author of over 55 golden marketing books in the world.

PRINCIPLES OF MARKETING

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.

Kotler, Kotler, Kotler, Kotler, Kotler, Kotler, Kotler ...

As Philip Kotler explains in his book Marketing Management, "Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals".

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Description. 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...

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Principles of Marketing. The 11th edition of this text continues to build on four major marketing themes: building and managing profitable customer relationships, building and managing strong brands to create brand equity, harnessing new marketing technologies in the digital age, and marketing in a socially responsible way around the globe.

Philip Kotler is an American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He gave the definition of marketing mix. He is the author of over 60 marketing books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing Places, Marketing of Nations, Chaotics, Market Your Way to Gro

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