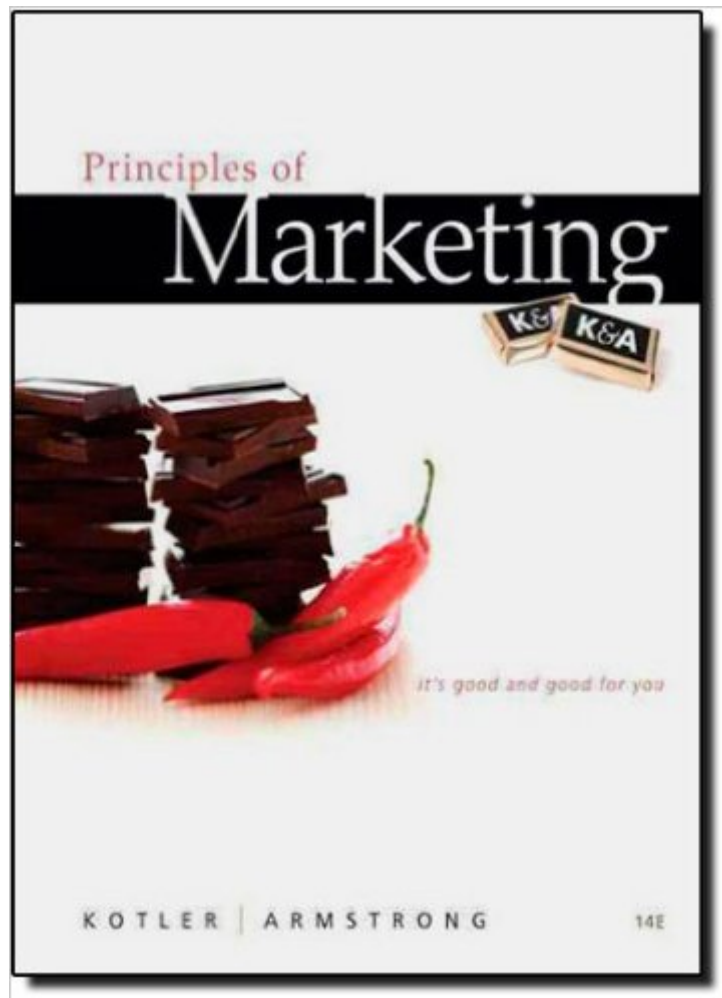


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Principles Of Marketing (14th Edition)



Synopsis

Learn how to create value and gain loyal customers. Today's marketing challenge is to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. To help readers understand how to create value and gain loyal customers, *Principles of Marketing* presents fundamental marketing information in a comprehensive format, organized around an innovative customer-value framework. The fourteenth edition includes coverage on sustainability and a focus on marketing in today's challenging economic climate.

Book Information

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Customer Reviews

This is an outstanding book by the Marketing Guru, Philip Kotler and co-author Gary Armstrong. This work is densely packed with valuable insights, guidance, and marketing techniques. It offers enormous potential to receptive and motivated readers who are able to move from thought to action. This revised and updated edition includes the latest developments in the field of marketing including effectively using the latest electronic information communication technologies. The book methodically, step-by-step discuss the various principles in marketing. The book carries pertinent information, but it is organized and written in such a way that is easily digestible. The authors buttressed their arguments and conclusions with some notes on successful marketing initiatives highlighting the specific approaches taken by the various organisations highlighted. I would recommend it to anyone who is doing graduate or post-graduate work in marketing or marketing management or just wants some insight into how to effectively market goods or services.

I bought this book, well in advance of my Marketing Management class (when the 12th edition just came out, in 2007) while I was on deployment, in Dubai. If you ask me today, why I thought this book was the "gold standard" then, I probably could not tell you, but I know over the course of the deployment I studied this book, like it was a Bible, and then some. Fast forward to today, I just finished my Marketing Management class (2 months ago), and I still think this book is one of the most insightful and thought-provoking on Marketing that I have ever read. In some ways I can understand why this book was not used in my beginning marketing class, it really leads you on a journey, which may (just may) be a bit too fast of a pace for some readers. But, it was perfect for my marketing management class. One poster above said it was good enough for Graduate / Post-Graduate work; and while I'm not quite there yet (still a senior in an undergrad program), I definitely will use this book as a reference. If you want to learn marketing, gain broad insight about marketing, or learn how to be an effective marketing manager, this is the gold standard you should use. James McCoy-Flowers

I specifically purchased this book NEW from directly as opposed to Marketplace dealer or used because I wanted to make sure the free access code to the books online supplements was included. The book arrived in record time, however it did NOT include the access code. After contacting 's customer service, they are resending a new book with the access code. Make sure unless otherwise stated in the book description you receive the access code. It is an additional \$50 through the publishing company if you buy a used book or new book without it. As for the book, Easy to follow. Lay out is esthetically pleasing with good graphics, charts, etc. The online supplements (not to be confused with the online teaching forum) includes videos, case studies and a host of other tools to help retain the concepts and theories. If you are like me and learn best visually, the online supplements are very useful.

This is a great marketing book that is jam-packed with strategies and tactics and real-world examples to back them up. It's academic and methodical in style, but not hard to read or understand and not too dry as to lose interest. I studied this as an entrepreneur with a business to apply the principles to, and found quite a bit that I could implement quickly and see tangible results. Being very widely read and having tried many things are definitely two necessary components to becoming a great marketer, and I'm glad I took the time to study this book.

I ordered this textbook in Kindle format for a college marketing course. It is an excellent textbook.

I'm glad that I ordered it in Kindle format because with the Kindle reader on my PC, I can make the text 200% which makes it very easy to read and highlight. I also like the fact that I can have the entire index open on the left side of the screen. This makes it easy to use as a reference.

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