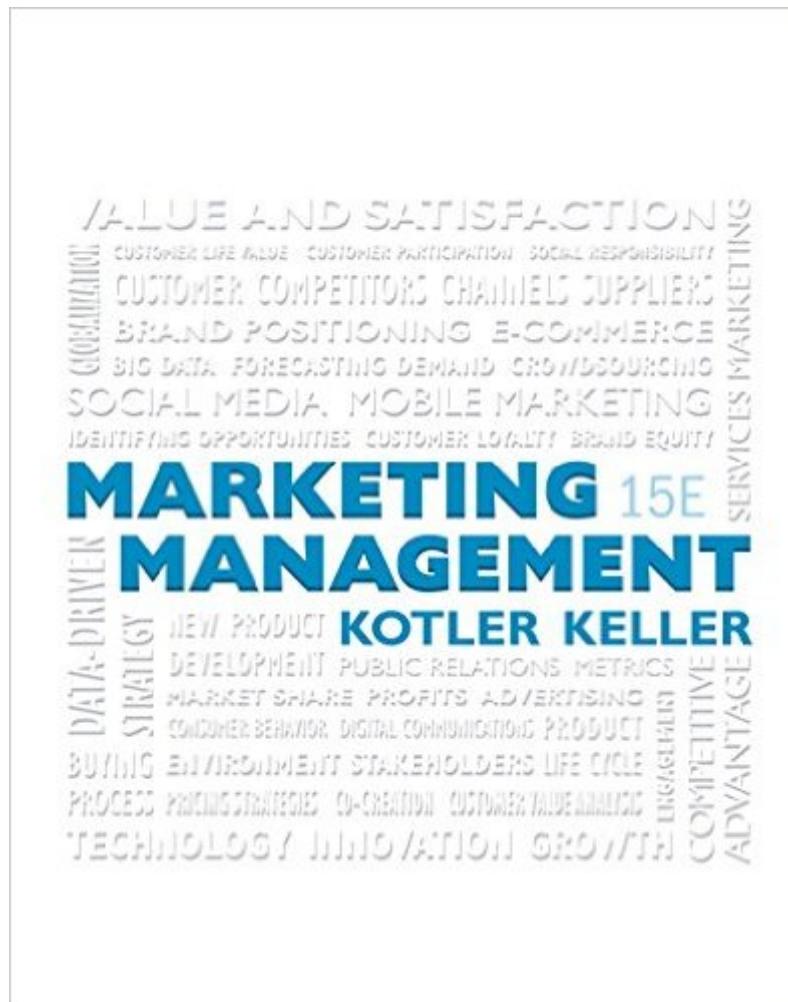


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Marketing Management (15th Edition)



Synopsis

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Book Information

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Customer Reviews

I purchased this book as a cheaper option to the hard cover. The information inside was identical and I was able to complete the assignments and follow along in class. I find paperback books easier to carry to and from class, so this was a great option for me. The pictures are in color, and the print is more than large enough to read. The paper quality is nice, and it is not too thin or brittle. I used this book for approximately 12 weeks during the summer semester of 2016 and it did not wear and tear. It was also easy to put post-its with notes inside and highlighter did not smear across the page. This is a very well written book and contains a great deal of relevant information about marketing. It is a good high level view for someone who has not been exposed to the field before. The index is separated into different sections including name, company, brand and organization. I found this especially helpful when I was writing essays assigned by my professor. There is also a very comprehensive glossary and easily searchable Table of Contents and includes a "Brief Contents" and "Contents" section that provided either a quick view of the pages or something more in depth depending on what you needed. I would recommend this to anyone interested in the marketing field.

I rented this book for an MBA class I took in this Spring. I have to say that this book is really well-written and engaging (something that can be difficult to find in a textbook). The chapters in the book tended to be very long, but since the content and voice was interesting, I did not mind. What was also helpful were the real-life company examples spread throughout the entire book.

While marketing is not my strong suit, I enjoyed reading this textbook for one of my graduate courses. It offers a reasonable explanation of concepts for non-marketing types. However, be warned: the Kindle eBook version only allows use on 2 simultaneous devices. Apparently, this is set by the publisher (Prentice Hall). If you are like most modern students with a laptop, tablet, phone, etc., it may be difficult to get the content where you need it when you need it.

Beautiful book! Came in shiny and brand new in only two days. I was very pleased to see the book sealed in plastic so I know it had definitely never been opened. It costs quite a bit of money, but it came exactly as promised. Very pleased!

Principles of Marketing was a class text for a 300 level university course I took. The text book provided a very thorough and detailed description of marketing in today's world. The reading was both informative and engaging. Real life examples were provided throughout to demonstrate the

marketing principals that were covered. The book is a complete marketing curriculum in itself. Anything a professor adds from his own knowledge and experience is icing on the cake!

I purchased the 14th edition of Principles of Marketing by Kotler and Armstrong for the 2012-2013 school year. Much to my surprise, they are writing a NEW edition for 2013. I could not sell the book because of the "new" edition. Textbooks are not only overpriced, but repeatedly updated. I am now stuck with a "useless" textbook because these people pay schools to require the "new" edition. What could they possibly add to this text book (published on September 3, 2012) that could require an update? I find this "not-for-profit" industry a joke.

This textbook does not get straight to the point, is long and boring. I've read better marketing textbooks that are better than this one. I'll be happy when I return this book I rented for class.

Great text; nothing outstanding since it's a little textbooky, but worth a read. I especially liked the up-to-the-moment case studies and examples; very nice! I would recommend it to others wanting to learn about marketing.

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