



## Principles of Marketing (Hardback)

By Philip Kotler, Gary Armstrong

Pearson Education (US), United States, 2015. Hardback. Book Condition: New. 16th Revised edition. 277 x 216 mm. Language: English . Brand New Book. For Principles of Marketing courses that require a comprehensive text Help students learn how to create customer value and engagement 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, this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities. Also available with MyMarketingLab This title is also available with MyMarketingLab-an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Hands-on activities and exercises enable students to better understand and master course concepts, and the skills required...



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