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By Philip Kotler, Gary Armstrong. Principles of Marketing (14th Edition) Fourteenth (14th) Edition Paperback - March 6, 2011

By Philip Kotler, Gary Armstrong: Principles of Marketing ...

Kotler, P. and Armstrong, G. (2012) Principles of Marketing, 14th Edition, Pearson Education Limited, Essex, England.

Kotler, P. and Armstrong, G. (2012) Principles of ...

Description. For Principles of Marketing courses using a comprehensive text. 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.

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Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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Kotler, P & Armstrong, G 2011, Principles of Marketing, 14th edn, Prentice Hall.