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Principles of Marketing helps current and aspiring marketers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Presenting fundamental marketing information within an innovative customer-value framework, the book helps readers understand how to create value and gain loyal customers.

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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.

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Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing. He believes that mar Professor Kotler's book, Marketing Management, is the world's most widely used graduate level textbook in marketing.

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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".

27 Lessons from Philip Kotler, the father of Marketing..

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With Relationship Marketing (1980 to present), the company focused on attracting, developing and retaining profitable customers. The new Marketing, or Marketing Collaborative (as he calls Kotler) should focus on working with the client so that together, create new and unique ways to create value.

Philip Kotler: the 10 principles of the New Marketing ...

Philip Kotler (born 27 May 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University

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(1962-2018). He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

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What reviewers are saying about Philip Kotler and Gary Armstrong's recent work (Principles of Marketing and Marketing: An Introduction): "I have aggressively sought to utilize various assessment tools in my curriculum and have been very pleased with the Armstrong/Kotler support and value-added materials.

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