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## PRINCIPLES OF MARKETING, GLOBAL EDITION (PAPERBACK)



Pearson Education Limited, United Kingdom, 2015. Paperback Condition: New. 16th edition Language: English. Brand New Book. Help students learn how to create customer value and engagement In a fast-changing, increasingly digital and social marketplace, it is more vital than ever for marketers to develop meaningful connections with their customers. Principles of Marketing helps students master today is key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives....

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- Authored by Philip Kotler, Gary Armstrong
- Released at 2015



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