

## Marketing Management 13th Edition Philip Kotler

The book, in its new edition, continues to present the fundamental concepts of Business Process Outsourcing (BPO) and its applications in Indian industry. Divided into 19 chapters, the book offers a strategic framework for BPO management which is crucial for creating competitive advantage for a business enterprise. In the Second Edition, three new chapters on BPO Analytics, Outsourcing in Cloud Environment and BPO Transformation Strategy and an appendix on Sample Contract-Outsourcing Services have been introduced. Further, the book has been enriched with latest updates in the form of tables and exhibits in almost all the chapters. Chapter-end questions help in easy comprehension of the underlying principles.

"Using the most current concepts, up-to-date data, and a wide range of examples, this authoritative text illustrates how excellent management strategies lead to unsurpassed marketing success."--Page 4 of cover.

Primarily, a review on theoretical foundations and the history of Viral Marketing is shown. Based on this, different definitions were analysed to set up a practical definition for this study. Thereafter, possible targets of Viral Marketing are illustrated, followed by necessary elements of Viral Marketing campaigns and finally by an approach to measure the effectiveness. By means of an online questionnaire, a survey was conducted to collect empirical data. These data provide information about Viral Marketing within social networking sites and detect useful information for the practical use of Viral Marketing. The results of the analysis show the accelerating influence of social networking sites and other factors regarding the effectiveness of Viral Marketing. In addition, specific characteristics which make Viral Marketing messages appealing as well as the preferred types of Viral Marketing messages are illustrated. They help to understand how to create and design an effective Viral Marketing Campaign.

A thorough update to a best-selling text emphasizing how marketing solves a wide range of health care problems There has been an unmet need for a health care marketing text that focuses on solving real-world health care problems. The all new second edition of Strategic Marketing for Health Care Organizations meets this need by using an innovative approach supported by the authors' deep academic, health management, and medical experience. Kotler, Stevens, and Shalowitz begin by establishing a foundation of marketing management principles. A stepwise approach is used to guide readers through the application of these marketing concepts to a physician marketing plan. The value of using environmental analysis to detect health care market opportunities and threats then follows. Readers are shown how secondary and primary marketing research is used to analyze environmental forces affecting a wide range of health care market participants. The heart of the book demonstrates how health management problems are solved using marketing tools and the latest available market data and information. Since the health care market is broad, heterogenous, and interconnected, it is important to have a comprehensive perspective. Individual chapters cover marketing for consumers, physicians, hospitals, health tech companies, biopharma companies, and social cause marketing – with strategies in this last chapter very relevant to the Covid-19 pandemic. Each chapter gives readers the opportunity to improve marketing problem-solving skills through discussion questions, case studies, and exercises.

The issue, edited by Marina Parente and Carla Sadini, founder of D4T - Design for Territories Research Network of Politecnico di Milano, aims to contribute to this new field of study helping readers understand the design-led phenomenon, which involves the tangible resources of a territory (like monumental and landscape heritage) as well as the intangible ones (like cultural identity and people values). The main topic of this issue is: How could the design develop the local dimension enhancing and revitalizing the territory at the same time? Furthermore, with issue #13 we are opening a series with artists' images that will match the articles with a visual research connected to the proposed subject. Photographer Carla Sadini, co-editor with Marina Parente of this issue, gave us permission to publish a selection of images about "design that is not there", "design that may be" and "tacit design" within urban territories around the world. We hope that many creatives will interpret the "Suggestions for Design" launched here. The numerous contributors to this issue are: Miriam Bicocca; Letizia Bollini; Marco Borsotti & Sonia Pistidda; Raffaella Fagnoni & Silvia Pericu; Davide Fassi, Laura Galluzzo & Anna Linda De Rosa; Rosanna Gaddi; Helena Gentili & Daria Casciani; José Luis González Cabrero, Ana Margarita Avila Ochoa, Ana Calvera, Debora Giorgi, Yosser Halloul, Insaf Khaled & Rosa Povedano; Maria Antonietta Sbordone; Reham Mohsen & Andreas Sicklinger; Carla Sadini & Luca Fois.

Instructor Resource Center on CD-ROM [to Accompany] Marketing Management, 13th Ed. [by] Philip Kotler and Kevin Lane Keller Marketing Management Pearson College Division

The Routledge Handbook of Political Management is a comprehensive overview of the field of applied politics, encompassing political consulting, campaigns and elections, lobbying and advocacy, grass roots politics, fundraising, media and political communications, the role of the parties, political leadership, and the ethical dimensions of public life. While most chapters focus on American politics and campaigns, there are also contributions on election campaigns in Europe, the Middle East, Russia, Australia, East Asia, and Latin America. In addition to a thorough treatment of campaign and elections, the authors discuss modern techniques, problems, and issues of advocacy, lobbying, and political persuasion, with a special emphasis throughout the volume on technology, the Internet, and online communications as political tools. Grounded in the disciplines of political science, political communications, and political marketing, the Routledge Handbook of Political Management explores the linkages between applied politics and social science theory. Leading American and international scholars and practitioners provide an exhaustive and up-to-date treatment of the state of this emerging field. This publication is a major resource for advanced undergraduates, graduate students, and scholars of campaigns, elections, advocacy, and applied politics, as well as for political management professionals.

Financial Behavior: Players, Services, Products, and Markets provides a synthesis of the theoretical and empirical literature on the financial behavior of major stakeholders, financial services, investment products, and financial markets. The book offers a different way of looking at financial and emotional well-being and processing beliefs, emotions, and behaviors related to money. The book provides important insights about cognitive and emotional biases that influence various financial decision-makers, services, products, and markets. With diverse concepts and topics, the book brings together noted scholars and practitioners so readers can gain an in-depth understanding about this topic from experts from around the world. In today's financial setting, the discipline of behavioral finance is an ever-changing area that continues to evolve at a rapid pace. This book takes readers through the core topics and issues as well as the latest trends,

cutting-edge research developments, and real-world situations. Additionally, discussion of research on various cognitive and emotional issues is covered throughout the book. Thus, this volume covers a breadth of content from theoretical to practical, while attempting to offer a useful balance of detailed and user-friendly coverage. Those interested in a broad survey will benefit as will those searching for more in-depth presentations of specific areas within this field of study. As the seventh book in the Financial Markets and Investment Series, *Financial Behavior: Players, Services, Products, and Markets* offers a fresh look at the fascinating area of financial behavior.

**ALERT:** Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

Remaining true to its gold-standard status, the fourteenth edition includes an overhaul of new material and updated information, and now is available with mymarketinglab-Pearson's online tutorial and assessment platform. 0133764044 / 9780133764048 Marketing Management Plus 2014 MyMarketingLab with Pearson eText -- Access Card Package Package consists of: 0132102927 / 9780132102926 Marketing Management 0133766721 / 9780133766721 2014 MyMarketingLab with Pearson eText -- Access Card -- for Marketing Management

Marketing Management is designed to cater to syllabi requirements of courses on marketing. Steeped in the core concepts of marketing, the text nonetheless incorporates the latest trends in marketing and showcases many of the path breaking efforts by marketers in recent past. This thoroughly revised 6th edition includes discussion on most widely discussed topics in the subject in recent past. Alongside, the text captures the core concepts comprehensively and follows an application-based approach. Salient Features: • New cases on leading new age organizations such as Hotstar, Oyo, Airbnb, Netflix, Amazon Prime, Uber etc. • New sections on digital marketing, social media marketing, defining brand etc. • Updated and detailed coverage on marketing environment, retail business model, distribution management, organization buying behavior etc. • More engaging and logically driven revised chapter structure • Thoroughly revised chapters focusing on how markets have evolved in recent past

Preface to Marketing Management can be used in a wide variety of settings. Integrating E-commerce topics throughout, as well as analyses of proven teamwork techniques and strategies, this flexible and concise book provides the reader with the foundations of marketing management while allowing room for the instructor to use outside readings, Web research, and other resources to build knowledge.

Designed to prepare upper-level undergraduate and graduate business students for work in the exciting field of global sales management, this text focuses upon the managerial and cross-cultural aspects necessary for leading the global sales force.

This easy to use resource opens windows to the world of marketing through cases that are vibrant and engaged, links that allow you to explore topics in more detail and content to encourage relating theory to practice. Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers that has profound implications for the way marketing operates and students learn, the 5th edition demystifies key technologies and terminology, demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice. The new edition has been fully updated to include: New case studies and examples, offering truly global perspectives. Even more content on digital marketing integrated throughout, including key issues such as social media, mobile marketing, co-creation and cutting-edge theory. A new and fully streamlined companion website, featuring a range of resources for students and lecturers. Focus boxes throughout the text such as Global, Research, B2B and Ethical - all with a greater emphasis on digital communication - reinforce key marketing trends and relate theory to practice. Each chapter also ends with a case study revolving around topics, issues and companies that students can relate to. The new edition comes packed with features that can be used in class or for self-directed study.

The book would serve as a standard textbook on the subject of Industrial Marketing, and thus, will be useful for students of management. This book is aimed at providing better conceptual understanding of the industrial marketing, as well as, enhancing the skills required in its practice. The book begins with the review of fundamentals of marketing, concepts in industrial marketing, industrial marketing environment, gathering market intelligence, organisational buying behaviour, and segmentation and positioning in industrial marketing. Then, it goes on to give an insightful analysis of product mix, price mix, marketing channels, marketing control, and project marketing. The text concludes with a discussion on commercial terms, clauses and documents involved in the practice of industrial marketing. The text provides eleven case studies which lend a practical flavour to it, and illustrate the concepts discussed. Key Features • Shows the importance and selection criteria of marketing channels. • Explains commercial clauses and contents of documents. • Explains difference between product marketing and project marketing. • Provides questions at the end of every chapter. Interspersed with real-life examples, this book should also prove very handy to the practicing manager. New to this edition • Four new chapters, namely, Review of Marketing Fundamentals, Industrial Marketing Environment, Negotiating Sales Deals and Key Account Management have been added. • Keeping in mind the importance of case studies for both the students, as well as, practitioners, four new cases have also been added in this edition. • Besides, material is added in most of the chapters to discuss some topics in more detail, or some sub-topic which were missing in the earlier edition. • Problem questions added at the end of the chapters will help the students to understand the practical applications of marketing concepts in real business world. • The concepts are supported by real-life examples, diagrams and tables to reinforce the understanding of the subject-matter.

A stimulating expose on how the roots of today's partisan rage lie in the "outrage industry" - deregulated, commodified media markets that will do anything for money and attention.

Social Marketing for Public Health: Global Trends and Success Stories explores how traditional marketing principles and techniques are being used to increase the effectiveness of public

health programs-around the world. While addressing the global issues and trends in social marketing, the book highlights successful health behavior change campaigns launched by governments, by a combination of governments, NGOs, and businesses, or by citizens themselves in 15 countries of five continents. Each chapter examines a unique, current success story, ranging from anti-smoking campaigns to HIV-AIDS prev

Measure business interruption losses with confidence You hope for the best and plan for the worst. It's your job. But when the unimaginable happens, are you truly prepared for those business interruption losses? Measuring Business Interruption Losses and Other Commercial Damages is the only book in the field that explains the complicated process of measuring business interruption damages after you've been hit by the unexpected, whether the losses are from natural or man-made disasters, or whether the performance of one company adversely affects the performance of another. Understand the methodology for how lost profits should be measured Deal with the many common types of cases in business interruption lawsuits in commercial litigation Take a look at exhibits, tables, and graphs Benefit from updated data, case studies, and case law references Don't get caught off guard. Get ahead of planning for measuring your interruption losses before disaster strikes.

Written in simple and conversational language. Main points are given in Bold Letters or in Boxes. Themes are easily understandable, even to a lay-man. A good number of case studies are included and each chapter has been discussed in detail & discussed throughly.

This book explores the development of US marketing management thought in the early part of the 20th century, focusing on the relationship between the thought and historical contexts rather than on theoretical developments.

Revised edition of Marketing management, 2012.

Business to business markets are considerably more challenging than consumer markets and demand specific skills from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. The products themselves may be highly complex, often requiring a sophisticated buyer to understand them. Increasingly, B2B relationships are conducted in a global context. However all textbooks are region-specific—except this one. This textbook takes a global viewpoint, with an international author team and cases from across the globe. Other unique features of this excellent textbook include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics early in the text; detailed review of global B2B services marketing, trade shows and market research; This new edition has been completely rewritten, and features expanded sections on globalisation and purchasing, plus brand new sections on social media marketing and intellectual property. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. At the same time, it's comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

This volume provides an innovative and detailed overview of the book publishing industry, including details about the business processes in editorial, marketing and production.

The work explores the complex issues that occur everyday in the publishing in

This book reviews, updates and enhances the basic concepts surrounding the academic theory and practice of Integrated Marketing Communication (IMC). Since the introduction of IMC in the late 1980s, the concept has spread around the world. In that expansion, many authors have written about IMC; practitioners have adopted and adapted the concept to fit their own market situations. Further, dramatic changes have occurred in the technologies used in marketing communications which consumers have accepted and employed in their consumption of marketers' messages and incentives. Thus, there have been dramatic changes in how IMC was initially envisioned and how it has developed over time.

This book identifies and discusses these changes, how they have occurred and what they mean going forward for all types of marketers around the world. Thus, IMC, and indeed integration of communications at all organisational levels is an essential in the 21st century organisations. This book was published as a special issue of the Journal of Marketing Communications.

This advanced dictionary of marketing focuses on leading-edge terminology for use by people who are serious about the theory and practice of marketing. With over 1,000 entries ranging in length and depth, it is the ideal reference guide for researchers, directors, managers, and anyone studying marketing for a professional or academic qualification.

Globalization has proliferated business with numerous challenges and opportunities, and simultaneously at other end the growth in economy, population, income and standard of living has redefined the scope of business and thus the business houses approaches. A highly competitive environment, knowledgeable consumers and quicker pace of technology are keeping business enterprises to be on their toes. Today management and its concepts have become key for survival of any business entity. The unique cultural characteristics, tradition and dynamics of consumer, demand an innovative management strategy to achieve success. Effective Management has become an increasingly vital ingredient for business success and it profoundly affects our day-to-day life. Today, the role of a business houses has changed from merely selling products and services to

transforming lives and nurturing lifestyles. The Indian business is changing and so do the management strategies. These changing scenarios in the context of globalization will bestow ample issues, prospects and challenges which need to be explored. The practitioners, academicians and researchers need to meticulously review these aspects and acquaint them with knowledge to sustain in such scenarios. Thus, these changing scenarios emphasize the need of a broad-based research in the field of management also reflecting in management education. This book is an attempt in that direction. I sincerely hope that this book will provide insights into the subject to faculty members, researchers and students from the management institutes, consultants, practicing managers from industry and government officers.

EBOOK: Business to Business Marketing

A Down-to-Earth Approach James Henslin shares the excitement of sociology in *Essentials of Sociology: A Down-to-Earth Approach*, 11/e. With his acclaimed "down-to-earth" approach and personal writing style, the author highlights the sociology of everyday life and its relevance to students' lives. With wit, personal reflection, and illuminating examples, Henslin stimulates students' sociological imagination so they can better perceive how the pieces of society fit together. In addition to this trademark down-to-earth approach, other distinctive features include: comparative perspectives, the globalization of capitalism, and visual presentations of sociology. MySocLab is an integral part of the Henslin learning program. Engaging activities and assessments provide a teaching a learning system that helps students see the world through a sociological lens. With MySocLab, students can develop critical thinking skills through writing, explore real-world data through the new Social Explorer, and watch the latest entries in the Core Concept Video Series. Revel from Pearson is a new learning experience designed for the way today's students read, think, and learn. Revel redesigns familiar and respected course content and enriches it for today's students with new dynamic, rich-media interactives and assessments. The result is improved student engagement and improved learning. Revel for Henslin will be available for Fall 2014 classes. This program will provide a better teaching and learning experience-for you and your students. It: Personalizes Learning with MySocLab: MySocLab is an online homework, tutorial, and assessment program. It helps students prepare for class and instructor gauge individual and class performance. Explores a A Down-to-Earth Approach: This title highlights the sociology of everyday life and its relevance to students' lives. Improves Critical Thinking: Features throughout help build critical thinking skills. Understands Social Change: An important theme of the text, social change over time, examines what society was previously like, how it has changed, and what the implications are for the present and future. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase.

*New Products Management*, 8/e, by Crawford and Di Benedetto provides future new product managers, project managers and team leaders with a comprehensive overview of the new product development process including how to develop an effective development strategy, manage cross-functional teams across the organization, generate and evaluate concepts, manage the technical development of a product, develop the marketing plan, and manage the financial aspects of a project.

The *Oxford Handbook of Organizational Citizenship Behavior* provides a broad and interdisciplinary review of state-of-the-art research on organizational citizenship behaviors (OCBs), and related constructs such as contextual performance, spontaneous organizational behavior, prosocial behavior, and proactive behavior in the workplace. Contributors address the conceptualization and measurement of OCBs; the antecedents, correlates, and consequences of these behaviors; and the methodological issues that are common when studying OCBs. In addition, this handbook pushes future scholarship in this and related areas by identifying substantive questions, methods, and issues for future research. The result is a single resource that will inform and inspire scholars, students, and practitioners of the origins of this construct, the current state of research on this topic, and potentially exciting avenues for future exploration. This handbook is designed to meet the needs of a broad spectrum of researchers and advanced undergraduate and graduate students in a variety of disciplines including management, organizational behavior, human resources management, and industrial and organizational psychology, as well as those interested in studying citizenship behavior in a variety of organizational contexts including marketing, nursing, engineering, sports, and education.

*THE 80 MINUTE MBA* is your short-cut to business brilliance. A traditional MBA is for either the time-rich, very wealthy or lucky few with a generous corporate sponsor. So what happens if you want to get a hit of high-quality business inspiration without spending two years back at school? *THE 80 MINUTE MBA* is the gateway to fresh thinking, in less time than it takes a standard meeting to get past coffee and biscuits. Managers need the encouragement to think differently, not in the same straight lines. *THE 80 MINUTE MBA* is an injection of inspiration, creative thinking and dynamic approaches which will help you see the world of business differently.

It has been said that every generation of historians seeks to rewrite what a previous generation had established as the standard interpretations of the motives and circumstances shaping the fabric of historical events. It is not that the facts of history have changed. No one will dispute that the battle of Waterloo occurred on June 11, 1815 or that the allied invasion of Europe began on June 6, 1944. What each new age of historians are attempting to do is to reinterpret the motives of men and the force of circumstance impacting the direction of past events based on the factual, social, intellectual, and cultural milieu of their own generation. By examining the facts of history from a new perspective, today's historians hope to reveal some new truth that will not

only illuminate the course of history but also validate contemporary values and societal ideals. Although it is true that tackling the task of developing a new text on logistics and distribution channel management focuses less on schools of philosophical and social analysis and more on the calculus of managing sales campaigns, inventory replenishment, and income statements, the goal of the management scientist, like the historian, is to merge the facts and figures of the discipline with today's organizational, cultural, and economic realities. Hopefully, the result will be a new synthesis, where a whole new perspective will break forth, exposing new directions and opportunities.

NEW IN PAPERBACK ?The Handbook of Marketing is different... that Barton Weitz and Robin Wensley are its editors should suggest something out of the ordinary. A glance at the contributors (e.g., Wilkie, Webster, Day, Shocker, Keller, Hauser, Winer, Stewart, Parasuraman, Zeithaml) puts the matter to rest. The Handbook is an extraordinary effort. The blurb on the dust jacket is an understatement-the "Handbook will be invaluable to advanced undergraduates, graduate students, academics, and thoughtful practitioners in marketing"-the book is far more than that.... in short, the Handbook is probably invaluable to all academic researchers? - Journal of Marketing ?Handbook of Marketing is a rich compilation of thorough reviews in the field of marketing management. The editors have selected premier marketing scholars and have given them the opportunity to examine their area of expertise in a format much less confining than those provided by the major journals in the field. The authors have taken this opportunity and have done an outstanding job not only of reviewing and structuring the extensive body of thought in many major areas of marketing management but also of providing valuable suggestions for further research. They have brought together major contributions from the field of marketing and from other related disciplines. I strongly encourage marketing scholars to consider Handbook of Marketing. The text will certainly appeal to those with interests in marketing management; it may also be useful to those who are more focused on methodological issues but interested in topics that need additional, rigorous investigation.... In summary, Weitz and Wensley should be congratulated for the excellent work in developing Handbook of Marketing. The book fills a major void in the marketing literature on marketing management and will serve the discipline for many years to come? - Journal of Marketing Research ?This text achieves the rare goal of covering marketing clearly and deeply, with no unnecessary examples or pretty pictures. For the enquiring mind, it is a wonderful link between a basic knowledge of marketing concepts and a grasp of where research in marketing is taking us? - Ken Simmonds, Emeritus Professor of Marketing and International Business, London Business School The Handbook of Marketing presents a major retrospective and prospective overview of the field of marketing, and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change. - A high calibre collection compiled by an international and extremely distinguished advisory board of marketing academics - With contributions from leading scholars in the field, each covering the latest research issues in particular areas of expertise - Each chapter provides the necessary background for study and research of specific empirical and theoretical topics in marketing. The Handbook of Marketing will be invaluable to advanced undergraduates, graduate students and academics in marketing. International Advisory Board: Sonke Albers Christian-Albrechts-University of Kiel, Germany / Erin Anderson INSEAD, France / Rick Bagozzi Rice University, USA / Patrick Barwise London Business School / Rod Brodie University of Auckland / Anne T Coughlan Northwestern University / George Day University of Pennsylvania / Lars Gunnar-Mattsson Stockholm School of Economics / Hubert Gatignon INSEAD, France / Håkan Håkansson The Norwegian School of Management / Stephen J. Hoch University of Pennsylvania, USA / Kevin Keller Dartmouth College, USA / Donald Lehmann Columbia University, USA / Gilles Laurent HEC, France / Leonard Lodish University of Pennsylvania / Richard Lutz University of Florida / David Midgley INSEAD, France / David Montgomery Stanford University, USA / William Perreault University of North Carolina, USA / John Roberts Stanford University, USA / Allan Shocker University of Minnesota / Piet Vanden Abeele Vlerick Leuven Gent Management School, Belgium / Russell Winer University of California, Berkeley, USA / Dick Wittink Yale School of Management, USA

For undergraduate courses on the Principles of Marketing. An introduction to the world of marketing using a proven, practical, and engaging approach Marketing: An Introduction shows students how customer value--creating it and capturing it--drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package. The Thirteenth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. 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. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for: 0134472497 / 9780134472492 Marketing: An Introduction Plus MyMarketingLab with Pearson eText -- Access Card Package Package consists of: 013414953X / 9780134149530 Marketing: An Introduction 0134132351 / 9780134132358 MyMarketingLab with Pearson eText -- Access Card -- for Marketing: An Introduction

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