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Armstrong

Marketing
Philip Kotler
Gary
Armstrong

A
comprehensive,
classic
principles text
organized
around an

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**innovative
customer-value
framework.**

**Students learn
how to create
customer value,
target the
correct market,
and build
customer
relationships.**

The classic

Page 2/95

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**Marketing
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an undisputed
global best-
seller - an
encyclopedia of
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considered by
many as the
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book on the
subject. This**

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**third European
edition keeps
the accessibility,
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relevance - the
heart of the
book - and adds:**

- A structure
designed
specifically to fit**

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**the way the
course is taught
in Europe. •
Fresh European
examples which
make students
feel at home. •
The inclusion of
the work of
prominent
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**focus on the
digital
challenges for
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emphasis on the
importance of
creative
thinking and its
contribution to
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practice. • New
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studies, each of which integrates one of the major parts in the book. This textbook covers admirably the wide range of concepts and issues and accurately reflects the fast-

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**moving pace of
marketing in
the modern
world,
examining
traditional
aspects of
marketing and
blending them
with modern
and future
concepts. A key**

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**text for both
undergraduate
and**

**postgraduate
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programmes.**

**Principles of
Marketing,
Student Value
Edition**

**An Introduction
by Gary**

Page 9/95

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**Armstrong,
Philip Kotler,
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**Peggy
Cunningham.
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How do we get you moving? By placing you—the customer—in the driver's seat.

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This book aims to
show how to create
value and gain loyal
customers. The
work is organized
around a customer-

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value framework.

Students may learn how to create customer value and build customer relationships. The author defends that the changing nature of consumer expectations means that marketers must learn how to build communities in addition to brand

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loyalty. Table of
contents - 1.

Marketing - Creating
and Capturing

Customer Value; 2.

Company and

Marketing Strategy -

Partnering to Build

Customer

Relationships; 3.

Analyzing the

Marketing

Environment; 4.

Managing Marketing

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Information to Gain
Customer Insights;

5. Consumer
Markets and

Consumer Buyer
Behavior; 6.

Business Markets
and Business Buyer
Behavior; 7.

Customer-Driven
Marketing Strategy -
Creating Value for
Target Customers;

8. Products,

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Services, and
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Brands - Building
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Developing New
Products and
Managing the
Product Life Cycle;
10. Pricing
Strategies -
Understanding and
Capturing Customer
Value; 11. Additional
Pricing
Considerations; 12.

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Marketing Channels
- Delivering
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Retailing and
Wholesaling; 14.
Communicating
Customer Value; 15.
Advertising and
Public Relations; 16.
Personal Selling and
Sales Promotion; 17.
Direct and Online
Marketing - Building
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Relationships; 18.
Creating
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Advantage; 19. The
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20. Sustainable
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Study guide

**Principles of
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Seventh
European
Edition Philip
Kotler, Gary
Armstrong,
Lloyd C.
Harris and
Nigel Piercy**

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The goal of every marketer is to create more value for customers. The authors of this new European Edition have aimed to create more value for the

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reader by
building on a
classic
marketing text
with its well-
established
customer-value
framework and
complimenting
it with an
emphasis
throughout the

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book on
sustainable
marketing,
measuring and
managing
return on
marketing,
marketing
technologies
and marketing
around the
world. To help

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bring
marketing to
life this book
is filled with
interesting
examples and
stories about
real
companies,
such as
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Google, Uber,

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ASOS and Lego
and their
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This is the
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for the
freshest and
most
authoritative
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the

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increasingly
fascinating
world of
marketing.

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Northwestern
University.

Gary Armstrong
is Crist W.

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Professor
Emeritus of
Undergraduate

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Education in
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Flagler
Business
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at Chapel
Hill. Lloyd C.
Harris is Head
of Department
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of Marketing
at Birmingham

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School,

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Birmingham.

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strategy,
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retailing and
general
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journals.
Nigel Piercy,
was formerly
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Strategy, and
Associate
Dean, at

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Warwick
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Business

School. He is
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management
writer. Recent
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Brigitte
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**customer value
and engagement**

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marketplace,
it's more
vital than
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marketers to**

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develop
meaningful
connections
with their
customers.
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helps students
master today's
key marketing
challenge: to
create

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vibrant,
interactive
communities of
consumers who
make products
and brands an
integral part
of their daily
lives. To help
students
understand how
to create

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value and
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build customer
relationships,
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present
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marketing
information
within an
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framework.

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revised to
reflect the
major trends
impacting
contemporary
marketing,
this edition
is packed with
stories
illustrating**

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how companies
use new

digital
technologies
to maximize
customer
engagement and
shape brand
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and
communities.

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n Konzeption,

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untergliedert
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wird

unterschieden
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Absatzpolitik
als Aktionsmög-
lichkeit - der

Maßnahme
(Handlung,
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Marketing. Kurze
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sowie die begleitende
Lernkontrolle sorgen
für eine nachhaltige*

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*Wissensvermittlung.
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an alle, die sich mit
Fragen des Marketing
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und Weiterbildung
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value and
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