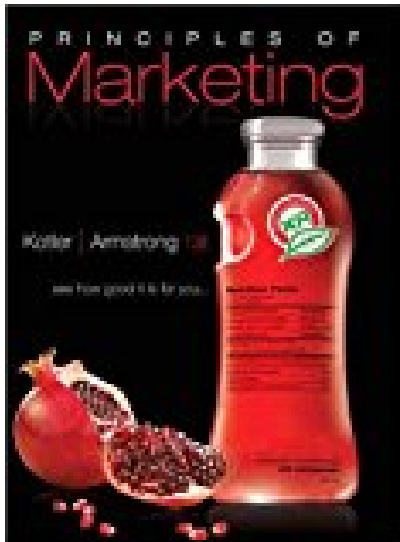


Principles of Marketing 13th Edition



BOOK DETAILS

- Author : Philip Kotler
- Pages : 744 Pages
- Publisher : Prentice Hall
- Language : English
- ISBN : 0136079415

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BOOK SYNOPSIS

Principles of Marketing is organized around a customer-value and customer-relationship framework. Among the learning aids in the book are: concept previews; marketing stories; concept and key term reviews; discussions on applying concepts; exercises on using technology in marketing; and situations on ethics.

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