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by Philip Kotler, by Gary Armstrong Principles of Marketing (13th Edition)(text only)[Hardcover]2009

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Principles of Marketing, 13th Edition. Customer-Value Framework: Creating value for customers is a cornerstone of being an effective marketer, so this text is designed to teach students how to create and communicate value to customers from the very beginning. NEW! Learning Design: The new design is more active and integrated, allowing students to more easily use the text.

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This 13th edition of Kotler's Principles of Marketing has been our reference throughout our whole course in Marketing Management, I believe this book is made for students at college levels because of how simple the explanations are and it's absolutely affordable for students. I'm also recommending it to all commerce students.

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Test bank Principles Marketing 13th Kotler & Armstrong. Chapter 1: Marketing: Creating and Capturing Customer Value 1) All of the following are accurate descriptions of modern marketing, EXCEPT which one? A) Marketing is the creation of value for customers. B) Marketing is managing profitable customer relationships.

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Kotler is author of Marketing Management (Prentice'Hall), now in its twelfth edition and the world's most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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