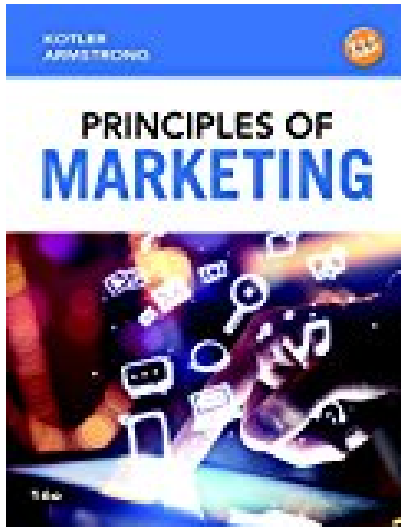


# Principles of Marketing 16th Edition

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## BOOK DETAILS

- Author : Philip T. Kotler
- Pages : 736 Pages
- Publisher : Pearson
- Language : English
- ISBN : 0133795020

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## BOOK SYNOPSIS

The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective, easier and more enjoyable than ever. Today's marketing is about creating customer value and building profitable customer relationships. With even more new Australian and international case studies, engaging real-world examples and up-to-date information, Principles of Marketing shows students how customer value-creating and capturing it-drives every effective marketing strategy. The 6th edition is a thorough revision, reflecting the latest trends in marketing, including new coverage of social media, mobile and other digital technologies. In addition, it covers the rapidly changing nature of customer relationships with both companies and brands, and the tools marketers use to create deeper consumer involvement.

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