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By offering an engaging, clear, and conceptually sound text, this book has been able to maintain its position as a leading marketing management text. The fourteenth edition serves as an overview for critical issues in marketing management. Its brief, inexpensive, paperback format makes it a perfect fit for instructors who assign cases, readings, simulations or offer modules on marketing management for MBA students.

A Preface to Marketing Management 14th Edition

5.0 out of 5 stars Great Book on Marketing Management. Reviewed in the United States on March 14, 2019. Verified Purchase. I used Marketing Management (14th Edition) during my MBA program. Kotler and Keller are leading authorities on marketing management and provided me a comprehensive perspective on this topic.

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boxes provide in-depth conceptual and practical commentary.

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Developing Marketing Strategies and Plans, 32

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Marketing Management, 14th edition, allows those instructors who have used the 13th edition to build on what they have learned and done while at the same time offering a text that is unsurpassed in breadth, depth, and relevance for students experi- encing Marketing Management for the first time.

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Marketing Management (14th Edition) Philip T. Kotler. 4.2 out of 5 stars 249. Hardcover. \$10.23. Marketing Management (15th Edition) Philip Kotler. 4.1 out of 5 stars 358. Hardcover. \$291.32. In stock on August 23, 2020. Next. Customers who viewed this item also viewed.

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Preface to Marketing Management 14th edition ...

Ideally, marketing should result in a customer who is ready to buy.”⁷ The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

Marketing Management, Millenium Edition

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