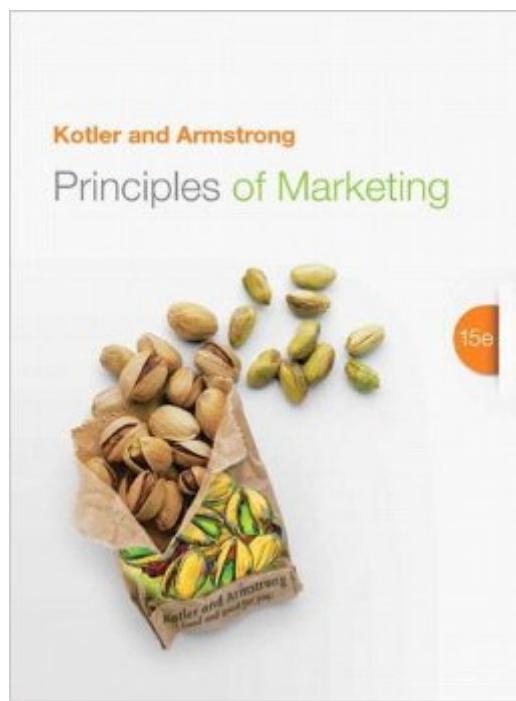


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# Principles Of Marketing (15th Edition)



## **Synopsis**

Readers interested in an overview of marketing strategies and techniques. Learn how to create value and gain loyal customers. *Principles of Marketing* helps current and aspiring marketers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Presenting fundamental marketing information within an innovative customer-value framework, the book helps readers understand how to create value and gain loyal customers. The fifteenth edition has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships. Emphasizing the great role that technology plays in contemporary marketing, it's packed with new stories and examples illustrating how companies employ technology to gain competitive advantage "from traditional marketing all-stars such as P&G and McDonald's to new-age digital competitors such as Apple and Google.

## **Book Information**

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## **Customer Reviews**

I have used *Principles of Marketing* by Philip Kotler in my university days of the 1980s when I was learning the basics of marketing. It is gratifying to note that my favourite marketing reference book has been kept up to date. The latest international edition, the 11th edition (2005) is really the top quality book that one would expect of Kotler and his colleague. "Principles of Marketing" is an excellent textbook on the current marketing trends. It is an enjoyable and practical book. After reading the book, one will really understand that marketing is all about understanding the customer needs and finding solutions that delight the customer. The reader will come to appreciate that

marketing is a philosophy of doing business for those organisations that are going to thrive in the current highly competitive global markets. This delightful book should be very useful for both newcomers to marketing and for those like me who studied marketing years ago and are at the risk of being left behind by the current marketing trends that exploit the vast opportunities presented by the internet.

This book was the required text for an introductory marketing class I took. It is very detailed and thoroughly explains the basics in marketing techniques. It also incorporates the evolving world of marketing in the face of new technology and e-commerce. It relates the principles of marketing to real companies, such as .com, Coca-Cola, and Nabisco. It comes with a CD-ROM, but I didn't find it particularly helpful. It simply has some profiles and video footage of companies and the authors. This book also has its own website that provides free practice tests and study guides. If you are totally ignorant about marketing, this is the book for you.

This has to be the first book you read about marketing. A prolific chartered marketer and lecturer, Philip Kotler is one of the best known figures in the art and science of marketing. If you can't afford to attend one of his insightful seminars, this book is the second best thing. Together with Gary Armstrong, he has written this bible that every marketing student and teacher should read. Even if you are a seasoned practitioner, reading this book can only let you gain more insight. In this latest (millennium) edition, colour photographs, numerous case studies, as well as an interactive CD-ROM with quizzes make this textbook an interesting and easy read. Furthermore, exercises and summaries at the end of each chapter actually make learning marketing concepts fun and enjoyable. Whether you are a beginner or a veteran of marketing, this is a great book not to be ignored.

It surprises me that a marketing collegiate text book has so many grammatical errors. Especially when the introduction claims that "every page has been poured over to provide the most up to date research and business articles for educational purposes." Walmart is spelled Wahnart, etc. Through the whole book. While the book is clearly organized, sometimes the grammatical mistakes deter from the flow of reading, making the study process aggravating at times. And while this is a marketing book for a marketing course, it seems more like an excuse to market TO YOU.

There is NO review material in this book. All of the review material must be accessed online. An

activation code that expires after a year must be used to access any of the online review material. My new finance books (hardback) cost only \$35 more for double the number of pages, smaller print (the print size in Kotler's book looks like a freshman trying to make the minimum page length), and hundreds of exercises. Marketing 2.0 is not worth anything close to the price. The buyer essentially receives a \$115 magazine with an offer to subscribe to the publishers site.

I think it does a decent job on providing the basic information and is fairly easy to read. The test questions seriously need to be revamped. There really is no critical thinking, it is just regurgitation of what the book believes. To pass the tests, you NEED to either memorize the chapter word for word or buy all of the extra materials at [...] and take all of the extra practice tests and memorize them. I don't feel this was an accident and was done to induce more sales of add-on materials.

Principles of Marketing by Philip Kotler continues to be an excellent marketing reference. The 11th edition (2005) is an impressive example of good organization and instructional thoughtfulness. Principles of Marketing is an excellent, enjoyable, and practical book that sheds light on what marketing really means in the US and Global environments. Reviewed by: Adam Platts, Northridge

I purchased this book under the ISBN#9780133084047- well let me just say that the GLOBAL edition and the US hardback edition is not the same! I now have to repurchase the correct book and on this one is only worth a few bucks! VERY DISAPPOINTED!

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