

1: Marketing: An Introduction by Gary Armstrong

As a team, Gary Armstrong and Philip Kotler provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Armstrong is an award-winning teacher of undergraduate business students.

About this title Description Marketing: An Introduction is intended for use in undergraduate Principles of Marketing courses. It is also suitable for those interested in learning more about the fundamentals of marketing. This best-selling, brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value—creating it and capturing it—drives every effective marketing strategy. The Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies. An Introduction is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience—for you and your students. Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Encourage Students to Apply Concepts: A practical marketing-management approach provides in-depth, real-life examples and stories that engage students with basic marketing concepts and bring the marketing journey to life. Cover New Marketing Trends and Technology: Every chapter of this edition features revised and expanded discussions on the explosive impact of exciting new marketing technologies. You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. That package includes ISBN MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

2: Marketing: An Introduction - Gary Armstrong, Philip Kotler - Google Books

Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute.

Michael Porter "Did you realize that the American Marketing Association recently adopted a new definition of marketing to be more customer centered? In this framework, we still introduce the 4Ps that are the foundation of marketing but we place it in context with current marketing thought that centers around the customer. Helps frame and bring concepts to life so that students have a solid introduction to marketing. Shows students that creating value for customers ultimately captures value from customers in return. Expanded Model of the Marketing Process; Pg. SouthWest Airlines and how it manages to delight customers through its funny and friendly flight staff. Other Points of Differentiation: Is it important that your textbook uses up-to-date examples that your students can relate to? These popular vignettes illustrate important new concepts within real work business applications. Every one has been revised, updated, or replaced to ensure the examples reflect current research and sources. Examples of new openers and vignettes: Is it alot of work to stay current? Expanded material on managing customer relationships, supplier satisfaction and partnering, supply chain management, data mining and data networks, buzz marketing and experiential marketing, value-based pricing, marketing channel developments, marketing and diversity, socially responsible marketing, and new marketing technologies. In return, they capture value from customers in the form of sales, profits, and customer equity. Measuring and Managing Return on Marketing- Measuring and managing return on marketing investments has become an important part of strategic marketing decision making. Harnessing New Marketing Technologies in the digital age. Explores how digital and high-tech marketing developments are dramatically changing both buyers and marketers. Marketing in a Socially Responsible Way Around the globe. Do you use videos in your classroom? Every segment in the video library is new for this edition and professionally produced for Prentice Hall. Here are just a few of the videos filmed in and Students get a top textbook from PH, a premium simulation from Interpretive, and a discount on both! The OneKey site for this text contains: A collection of interactive modules that allow students to apply and review 18 key marketing concepts including pricing and segmentation to aid in review in understanding difficult concepts. Entirely new for the eighth edition. Additional quizzing for review Case Pilot to aid in analyzing cases Marketing Updates: Brings current articles to the classroom Interactive Flashcards: Helps students learn difficult concepts ADventure Exercises: Select only the chapters you require or supplement with recommended case studies all under one cover. New to this Edition For the Principles of Marketing course. The recently published article conducted by The Financial Times polled over 1, chief executives in 25 countries around the world and ranked people who had the most influence in business theory and practice in the past year To view the complete ranking as a.

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As a team, Philip Kotler and Gary Armstrong provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Kotler is one of the world's leading authorities on marketing.

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About the Author. As a team, Gary Armstrong and Philip Kotler provide a blend of skills uniquely suited to writing an introductory marketing text.

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Armstrong/Kotler is the first book to frame marketing through the new definition of marketing with the customer at the center. In this framework, we still introduce the 4Ps that are the foundation of marketing but we place it in context with current marketing thought that centers around the customer.

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