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Principles of Marketing [with MyMarketingLab & eText Access Code] (Hardcover) Published April 12th 2015 by Prentice Hall 16th Edition, Hardcover, 720 pages

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Principles of Marketing

Principles of Marketing is the highly successful European adaptation of Kotler and Armstrong, one of the world's leading and most authoritative marketing textbooks. The text takes a practical and managerial approach to marketing.

Principles of Marketing European Edition

Most business and marketing courses will recommend Kotler as essential reading. He has a very nice style and explains the fundamentals of marketing in this book and how marketing is applied within the business context. The latest version would obviously be more up to date but the principles have not changed that much since this edition.

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