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I think most of the content is the same, but based on the way my instructor set up our course and quizzes, I needed to have the exact version. If you are just interested in learning about marketing management, the book is sufficient, and the content is good, but if you don't match with your class syllabus, just beware.

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Amazon.com: Framework for Marketing Management (6th ...

Marketing Management, 15th Edition [Philip Kotler] on Amazon.com. *FREE* shipping on qualifying offers. Please Read Notes: Brand New International Softcover Edition, Printed in black and white pages, minor self wear on the cover or pages

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Amazon.com: Marketing Management, Student Value Edition ...

For graduate and undergraduate courses in marketing management. A Succinct Guide to 21st Century Marketing Management . Framework for Marketing Management is a concise, streamlined version of Kotler and Keller's fifteenth edition of Marketing Management, a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short

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Amazon.com: Marketing Management eBook: Philip Kotler ...

The classic Marketing Management is an undisputed global best-seller – an encyclopaedia of marketing considered by many as the authoritative book on the subject. This third European edition keeps the accessibility, theoretical rigour and managerial relevance – the strengths of the book - and adds:

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