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Principles of Marketing, Ninth Canadian Edition (9th Edition) Philip Kotler (Author), Gary Armstrong (Author), Valerie Trifts (Author), Peggy H Published by Pearson Canada (2013)

Principles Of Marketing 9th Edition
Principles of Marketing: 9th (ninth) Edition Paperback – July 28, 2000 by Gary Armstrong Philip Kotler (Author)

Principles of Marketing, 12th Edition - Pearson
Hair holds a bachelor's degree in economics, a master's degree in marketing, and a doctorate in marketing, all from the University of Florida. He also serves as a marketing consultant to businesses in a variety of industries ranging from food and retail to financial services, health care, electronics, and the U.S. Departments of Agriculture and ...

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Principles of Marketing, Ninth Canadian Edition, Loose Leaf Version with MyLab Marketing (9th Edition) Philip T. Kotler. Loose Leaf. CDN\$ 90.00. Marketing: An Introduction, Sixth Canadian Edition Plus MyLab Marketing with Pearson eText -- Access Card Package (6th Edition) Gary Armstrong.

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Also, it focuses separately on consumer markets and business markets. A chapter is dedicated to obtaining customer insights by the help of marketing information. Principles of Marketing 16th edition covers almost every aspect of marketing. A bunch of chapters are grouped under customer-driven marketing strategy.

MKTG 9 (New, Engaging Titles from 4LTR Press) 9th Edition ...
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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 Amazon.com, Coca-Cola, and Nabisco. It comes with a CD-ROM, but I didn't find it particularly helpful.

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Principles of Marketing – Open Textbook

Hair holds a bachelor's degree in economics, a master's degree in marketing, and a doctorate in marketing, all from the University of Florida. He also serves as a marketing consultant to businesses in a variety of industries ranging from food and retail to financial services, health care, electronics, and the U.S. Departments of Agriculture and Interior.

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