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27 Lessons from Philip Kotler, the father of Marketing...

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Principles of Marketing 16th edition is another book on marketing. Gary Armstrong and Philip Kotler are the book authors. Marketing an Introduction is another joint work by both authors. Published under Pearson, the 16th edition is a revised and expanded text.

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The Societal Marketing Concept holds that the organization should determine the needs, wants, and interests of target markets. In delivering the desired satisfactions more effectively and efficiently than the competition, the company should also maintain or improve both the consumer's and society's well being.

Marketing - Philip Kotler Ch 1

Description For Principles of Marketing courses using a comprehensive text. Learn how to create value and gain loyal customers. Today's marketing challenge is to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives.

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