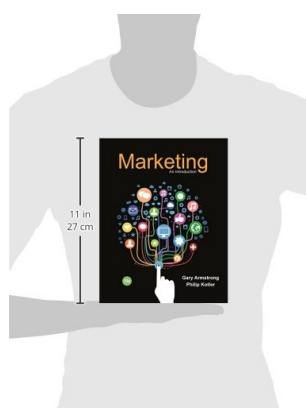


[PDF] Marketing: An Introduction (13th Edition)

Gary Armstrong, Philip Kotler - pdf download free book



Books Details:

Title: Marketing: An Introduction (1
Author: Gary Armstrong, Philip Kotle
Released:
Language:
Pages: 672
ISBN: 013414953X
ISBN13: 9780134149530
ASIN: 013414953X

[**CLICK HERE FOR DOWNLOAD**](#)

pdf, mobi, epub, azw, kindle

Description:

For undergraduate courses on the Principles of Marketing.

An introduction to the world of marketing using a proven, practical, and engaging approach

Marketing: An Introduction shows students how customer value—creating it and capturing

it—drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.

The **Thirteenth Edition** reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices.

Also Available with MyMarketingLab™

This title is also available with MyMarketingLab—an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

NOTE: You are purchasing a **standalone** product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for:

0134472497 / 9780134472492 *Marketing: An Introduction Plus MyMarketingLab with Pearson eText -- Access Card Package*

Package consists of:

- **013414953X / 9780134149530 *Marketing: An Introduction***
- **0134132351 / 9780134132358 *MyMarketingLab with Pearson eText -- Access Card -- for Marketing: An Introduction***

-
- Title: Marketing: An Introduction (13th Edition)
 - Author: Gary Armstrong, Philip Kotler
 - Released:
 - Language:
 - Pages: 672
 - ISBN: 013414953X
 - ISBN13: 9780134149530
 - ASIN: 013414953X

