



## Marketing: an Introduction, Plus MyMarketingLab with Pearson Etext (Mixed media product)

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By Gary Armstrong, Philip Kotler

Pearson Education Limited, United Kingdom, 2012. Mixed media product. Book Condition: New. Global ed of 11th revised ed. 276 x 216 mm. Language: English . Brand New Book. This package includes a physical copy of Marketing: An Introduction, 11/e by Gary Armstrong and Philip Kotler, as well as access to the eText. For undergraduate Principles of Marketing courses. This best-selling, brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value-creating it and capturing it-drives every effective marketing strategy. The eleventh edition reflects the latest trends in marketing, including new coverage on the shifting consumer/marketing relationship, marketing in an uncertain economy, and the latest technologies.



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