

Principles of Marketing

11th Edition
Philip Kotler and Gary Armstrong



- THE FOLLOWING CHAPTERS ARE INCLUDED IN THE TEXT:
1. Environment and the Marketing Process
 2. Marketing Research: Understanding the Market
 3. Segmentation, Targeting, and Positioning
 4. Product and Product Life Cycle
 5. Pricing: Understanding the Basics
 6. Distribution Channels and Logistics
 7. Promotion: Understanding the Basics
 8. International Marketing

Principles Of Marketing Activebook

Philip Kotler, Gordon H. G. McDougall



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Fundamentals of Marketing Research Scott M. Smith, Gerald S. Albaumb, 2005 Fundamentals of Marketing Research covers all facets of marketing research including method technique and analysis at all levels The methodological scope regarding research design data collection techniques and measurement is broad with three chapters devoted to the critical area of measurement and scaling The presentation is from primarily a pragmatic and user oriented perspective which aides the student to evaluate the research presented to them This text explores cutting edge technologies and new horizons while ensuring students have a thorough grasp of research fundamentals

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