GARY ARMSTRONG • PHILIP KOTLER

# MARKETING

AN INTRODUCTION 15e



# **Marketing An Introduction**

Roland Snow Vaile, Peter L. Slagsvold

#### **Marketing An Introduction:**

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is all about building profitable customer relationships It starts with understanding consumer needs and wants deciding which target markets the organization can serve best and developing a compelling value proposition by which the organization can attract keep and grow targeted consumers If the organization does these things well it will reap the rewards in terms of market share profits and customer equity Simply put marketing is the art and science of creating value for customers in order to capture value from customers in return From beginning to end the first edition of Marketing An Introduction An Asian Perspective presents and develops this customer relationships customer equity framework Every chapter contains many examples and references of these marketing concepts used in the Asian context as well as how they are employed in other regions Marketing, an Introductory Course Roland Snow Vaile, Peter L. Slagsvold, 1929 Masterson, Nichola Phillips, David Pickton, 2021-01-13 This easy to use resource opens windows to the world of marketing through cases that are vibrant and engaged links that allow you to explore topics in more detail and content to encourage relating theory to practice Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers that has profound implications for the way marketing operates and students learn the 5th edition demystifies key technologies and terminology demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice The new edition has been fully updated to include New case studies and examples offering truly global perspectives Even more content on digital marketing integrated throughout including key issues such as social media mobile marketing co creation and cutting edge theory A new and fully streamlined companion website featuring a range of resources for students and lecturers Focus boxes throughout the text such as Global Research B2B and Ethical all with a greater emphasis on digital communication reinforce key marketing trends and relate theory to practice Each chapter also ends with a case study revolving around topics issues and companies that students can relate to The new edition comes packed with features that can be used in class or for self directed study Marketina: An Introduction, eBook, Global Edition Gary Armstrong, Philip Kotler, Marc Oliver Opresnik, 2016-03-17 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 MyMarketingLab not included Students if MyMarketingLab is a recommended mandatory component of the course please ask your instructor for the correct ISBN and course ID MyMarketingLab should only be purchased when required by an instructor Instructors contact your Pearson representative for more information

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