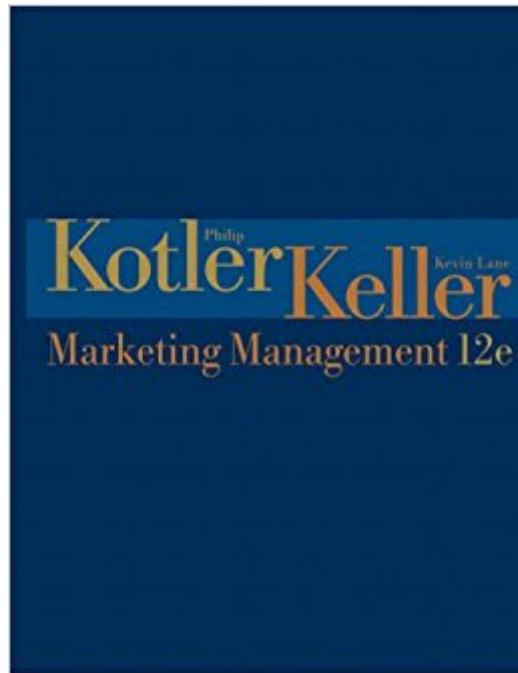




Ebook Directory
the best source of ebook

The book was found

Marketing Management (12th Edition)



Synopsis

For the MBA Marketing Management course and/or undergraduate capstone marketing strategy course. This is the #1 selling marketing management textbook worldwide because it consistently delivers on its brand promise: to be the first to reflect changes in marketing theory and practice.

Book Information

Series: Marketing Management

Hardcover: 816 pages

Publisher: Prentice Hall; 12 edition (January 1, 2006)

Language: English

ISBN-10: 8120327993

ISBN-13: 978-0131457577

ASIN: 0131457578

Product Dimensions: 8.8 x 1.4 x 10.9 inches

Shipping Weight: 4.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 59 customer reviews

Best Sellers Rank: #455,024 in Books (See Top 100 in Books) #100 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #672 in [Books > Textbooks > Business & Finance > Marketing](#) #1244 in [Books > Biographies & Memoirs > Professionals & Academics > Business](#)

Customer Reviews

*NEW -- Tighter presentation and modular organization - Based on extensive user feedback, Kotler and Keller focused on preserving the strengths and core topics from previous editions, while carefully tightening coverage in every chapter for greater clarity. By organizing the text into eight parts of related material, a more modular approach, instructors have greater flexibility. "Many say Kotler defined this course when he wrote the first edition of this text. The 12th edition is particularly noteworthy because it's the first time Kotler is joined by a co-author. Are you familiar with Kevin Lane Keller?"**NEW - Philip Kotler invites Kevin Lane Keller to be co-author - Acknowledged as one of the international leaders in the study of strategic brand management and integrated marketing communications, Kevin is presently E.B.Osborn Professor of Marketing at the Amos Tuck School of Business Administration at Dartmouth College. His research has been widely cited and has received numerous awards, and he's served as brand confident to marketers at some of the world's top companies, including Disney, Ford, Intel, Levi Strauss, Nike, Procter & Gamble and Starbucks.

Kevin also writes Strategic Brand Management (Prentice Hall). "Are you covering Holistic Marketing? Shouldn't your textbook?" *NEW -- "Holistic marketing" coverage -- Explores the emerging concept that recognizes that everything matters in marketing: internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. For example: See pg. 18 (Figure 1.3) and new Chapter 22, which brings it all together. "Have you seen any other marketing management book that comes close to the breadth and depth of current examples and practical tips that Marketing Management, 12e, offers?" *NEW -- Integrated examples -- 10-15 per chapter; 98% new to this edition! These short paragraphs appear within the core chapter material and provide vivid, real-world illustrations of chapter concepts. * NEW - "Marketing Memos" - 2-3 new per chapter. Provide tips and suggestions at all stages of the marketing management process, as well as practical advice and directions in dealing with various marketing decisions. *NEW - "Marketing Insights" - 2-3 new per chapter. Highlight current research findings and cover key marketing topics in greater depth. *NEW - Hands-on marketing plan exercise -- Located at the end of many chapters, starting in Chapter 2. Gives students hands-on experience in developing a customized marketing plan. *NEW -- End of chapter applications - Each Chapter Conclusion has:- 2 Marketing Applications -- 1. Marketing Debate, suggesting opposing points-of-view on an important marketing topic, and 2. Marketing Discussion, identifying provocative marketing issues and allowing a personal point-of-view. - Marketing Spotlight, an in-depth examination of one of the world's most successful marketing companies. Allows focused examination of top brands along the lines of the chapter theme. "Do you assign outside cases and readings in this course? Would it help if we could package them with this text and discount the price for your students?" *NEW - Casebook solutions - Instructors: Visit www.prenhall.com/custombusiness to see how easy it is to create a casebook or coursepack that includes cases and readings from leading providers, like Harvard Business School Publishing. An exam copy takes just 2 weeks. When students purchase a casebook bundled with this text, they save 10%!" Are you using or interested in using a simulation to complement your marketing management textbook?" *NEW - Simulations from Interpretive Simulations! Instructors, please visit: www.prenhall.com/interpretive for additional information. When you adopt a Prentice Hall textbook with an Interpretive simulation, each new textbook will (a) be discounted 10% off of our net price (b) will contain a discount coupon that can be used for a 10% discount when purchasing a simulation online from Interpretive. Students get a top textbook from PH, a premium simulation from Interpretive, and a discount on both!

Very Good Condition.. Looks like brand new! All the pages are complete and no writing. It looks like

I bought a new book

There is no internet bonus with this book. You only get internet addition if you have a classroom code. But the text book itself is heavy enough... And I look forward to reading it. Ask me in a few months if the content was worth it.

as advertised

I used the book for a graduate course in Marketing. It is exceptional. Layout is superb, fun to read, easy to understand. I would highly advise using a highlighter, as well as utilizing margins for making notes.

good

Perfect book under the marketing field. Easy to follow, up to date information regarding current marketing field applicable to any industry.

Awesome

I got it because of my MBA studies and it has nice and useful information. I am not sure if it will be useful for anyone else.

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Marketing Management (12th Edition) Strategic Digital Marketing: Top Digital Experts Share the

Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo)
Marketing Campaign Development: What Marketing Executives Need to Know About Architecting
Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning
Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook
Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt
Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For
Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level
marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority,
Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram
Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn
Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your
Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market
With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The
Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program
(Marketing/Sales/Advertising & Promotion) Operations Management: Sustainability and Supply
Chain Management (12th Edition) General Aviation Marketing and Management: Operating,
Marketing, and Managing an FBO Consumer Behavior: Building Marketing Strategy, 12th Edition

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)