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Principles of Marketing | Simple Book Production

Written by a seasoned marketing,. This book helps students master marketing principles and practices. Written by a well-respected marketing author and practitioner, this edition builds on the unprecedented success of its previous edition by allowing marketing students view marketing both on a local (regional) and global aspect.

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Philip Kotler, Nancy Lee and Eduardo Roberto, Social Marketing: Improving the Quality of Life, The Free Press, 2002. (Latest title is Philip Kotler and Nancy Lee, Social Marketing: Influencing Behaviors for Good, Sage, 2008). Philip Kotler, Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know, Wiley, 2003.

Books — Philip Kotler

Marketing principles - 4P Strategy/Matrix. The principle of the 4P Marketing Strategy or Matrix is that marketing decisions tend to fall into four categories - product, place, price, and promotion. We refer to them as four 'controllable' categories. They are 'controllable' because our efforts affect them or their outcomes. When you combine all your marketing goals and objectives into one plan, you have a marketing strategy.

What are marketing principles? Definition and examples

PRINCIPLES OF MARKETING •Marketing is human activity directed at satisfying needs and wants through exchange processes. Philip Kotler 1976 •Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Philip Kotler 2008

PRINCIPLES OF MARKETING

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