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By Philip Kotler, Gary Armstrong, Nigel F. Piercy

Pearson Education Limited, United Kingdom, 2014. Mixed media product. Book Condition: New. 6th Revised edition. 274 x 212 mm. Language: N/A. Brand New Book. This package includes a physical copy of Principles of Marketing, 6e by Kotler as well as access to the eText and MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. Suitable for undergraduate Principles of Marketing courses, this classic textbook has provided many generations of marketing students with an exceptional introduction to marketing, written by one of the masters. With global examples and completely up-to-date with the latest marketing techniques, Principles of Marketing looks at the major decisions that marketing managers face in their efforts to balance an organisation's objectives and resources against needs and opportunities in the global marketplace. Covering exciting new topics such as Sustainability, this text continues to be a leader in the field of marketing. New integrated video cases from companies such as HSBC, Land Rover and Amazon help to bring the subject alive. MyLab and Mastering from...



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