



Marketing Management with MyMarketingLab, Global Edition (Mixed media product)

By Philip Kotler, Kevin Lane Keller

Pearson Education Limited, United Kingdom, 2015. Mixed media product. Condition: New. 15th edition. Language: English . Brand New Book. This package contains Kotler / Keller, Marketing Management 15e and access to 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. For undergraduate and graduate courses in marketing management. This package includes MyMarketingLab (TM). The gold standard for today's marketing management student. Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. The world of marketing is changing everyday-and in order for students to have a competitive edge, they need a textbook that reflects the best of today's marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice. The Fifteenth edition is fully integrated with MyMarketingLab and is updated where appropriate to provide the most comprehensive, current, and engaging marketing management text as possible. Personalize learning with MyMarketingLab MyMarketingLab is...



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