

Principles of Marketing 17th Edition



BOOK DETAILS

- Author : Philip T. Kotler
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BOOK SYNOPSIS

Principles of Marketing Scandinavian Edition is an ideal introductory text for undergraduate students and practitioners alike. This, the second Scandinavian edition, is true to Kotler and Armstrong's classic conceptual framework, which has proved itself an exceptional introduction to marketing and has been used by millions of students all over the world. Principles of Marketing book outlines and discusses concepts and ideas that help students and practitioners develop an effective marketing strategy for today's markets. Cases and examples are written to reflect current best practice in Scandinavian and European companies. The book describes and explains how these companies deal with challenges in domestic and international markets. Set within a Scandinavian context, the text is nonetheless global in scope and thus very relevant for modern marketers.

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