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Philip Kotler (born 27 May 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of

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Management at Northwestern University (1962-2018). He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

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Revised edition of the authors' Principles of marketing.

It has been said that every generation of historians seeks to rewrite what a previous generation had established as the standard interpretations of the motives and circumstances shaping the fabric of historical events. It is not that the facts of history have changed. No one will dispute that the battle of Waterloo occurred on June 11, 1815 or that the allied invasion of Europe began on June 6, 1944. What each new age of historians are attempting to do is to reinterpret the motives of men and the force of circumstance

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impacting the direction of past events based on the factual, social, intellectual, and cultural milieu of their own generation. By examining the facts of history from a new perspective, today's historians hope to reveal some new truth that will not only illuminate the course of history but also validate contemporary values and societal ideals. Although it is true that tackling the task of developing a new text on logistics and distribution channel management focuses less on schools of philosophical and social analysis and more on the calculus of managing sales campaigns, inventory replenishment, and income statements, the goal of the management scientist, like the historian, is to merge the facts and figures of the discipline with today's organizational, cultural, and economic realities. Hopefully, the result will be a new synthesis, where a whole new perspective will break forth, exposing new directions and opportunities.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Optimize your digital channels and ensure your marketing strategy aligns with business objectives, with this second edition of the bestselling guide to digital marketing - recommended by the Chartered Institute of Marketing. There is no shortage of digital marketing resources yet finding a book that covers all disciplines

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can be a challenge. This essential and highly readable book provides an accessible, step-by-step framework to the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Now featuring cutting edge updates on social media, SEO, content marketing, user experience and customer loyalty, Digital Marketing Strategy is an ideal road map for navigating: -Marketing automation, personalization, messaging and email -Online and offline integration -The power of technologies, such as AI -New data protection and privacy strategies Accompanied by downloadable practical implementation guides spanning SEO, paid-search, email, lead-generation and more, Digital Marketing Strategy will show you how to effectively select, align and manage digital channels and operations, to streamline a winning digital marketing strategy for measurable, optimized results. It is an essential guide for any marketer to build an effective and practical digital strategy.

Revised edition of the authors' Principles of marketing.

Strategic Marketing Management (5th edition) offers a comprehensive framework for strategic planning and outlines a structured approach to identifying, understanding, and solving marketing problems. For business students, the theory advanced in this book is an essential tool for understanding the logic and the key aspects of the marketing process. For managers and consultants, this book presents a conceptual framework that will help develop an overarching strategy for day-to-day decisions involving product and service design, branding, pricing, promotions, and distribution. For senior executives, the book provides a big-picture approach for developing new marketing campaigns and evaluating the success of ongoing marketing programs.

Addresses the art of controlling and updating your library's collection. Discussions of the importance and logistics of electronic

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resources are integrated throughout the book.

Is it possible any longer to "read" markets fast enough to respond to them? A world of discrete parts is now one interconnected web of ceaseless calculation and response. Marketing has become a thing of speed and turbulence, with all the players moving simultaneously. For marketing guru Grant McCracken, the key to success in this dynamic new marketplace is to find a way to slow the world down. And McCracken believes he has the solution. It begins with understanding the mechanics at work today. He says, "Complexity has a theory. Commotion has a pattern. Dynamism has a system. We can continue to live by damage control, or we can change the way we play the game." To survive our own world of collision and speed, marketers need to see the world as "flocks and flows." In this exciting new book, McCracken deploys "complex adaptive theory" to track the movement of trends and new groupings of consumers. He shows how to monitor new trends, whether and when to introduce new brands and brand extensions, how to speak to niche markets, and how to avoid costly mistakes. McCracken's sage and witty advice could not come at a better time. His book will be a valuable aid for anyone trying to keep up with marketplace changes in our rapidly evolving world.

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