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Help students learn how to create customer value and engagement In a fast-changing, increasingly digital and social marketplace, it ' s more vital than ever for marketers to develop meaningful connections with their customers. Principles of Marketing helps students master today ' s key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands

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an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

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Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, this edition is packed with stories

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Readers interested in an overview of marketing strategies and techniques. Learn how to create value and gain loyal customers. Principles of Marketing helps current and aspiring marketers master

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today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Presenting fundamental marketing information within an innovative customer-value framework, the book helps readers understand how to create value and gain loyal customers. The fifteenth edition has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships. Emphasizing the great role

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that technology plays in contemporary marketing, it's packed with new stories and examples illustrating how companies employ technology to gain competitive advantage—from traditional marketing all-stars such as P&G and McDonald's to new-age digital competitors such as Apple and Google.

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customer relationships framework that is introduced in the first two chapters, and then built upon throughout the book. Real world applications appear in every chapter and every vignette is new or has been updated. The text is complemented by an extensive ancillary package, from all new videos on VHS, online, and DVD to a new Presentation Manager CD-ROM for instructors.

Social marketing is receiving unprecedented focus and support from government, the private sector and charities internationally. Social marketing attempts to educate people in the hope that they will make 'informed'(i.e. healthy) choices regarding diet, lifestyle and health related issues. The effective application of social marketing principles can be complex and controversial. Social marketing planning cannot be reduced to a simple set of actions on a checklist; there is no single strategy for success and strategies that have proved

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successful with one population may not transfer to other populations. This text will explore the complexities involved in researching, planning and implementing effective social marketing programmes, using illustrative cases from both successful and unsuccessful real-world programmes. The authors provide a critical analysis of the origins of social marketing as a concept and of the claims made by its supporters and detractors in order to highlight what social marketing can and cannot achieve. This is followed by a review of strategic issues that must be considered in developing social marketing programmes, including persuasion resistance, message relevance and message framing. Key themes included in the text are the impact of cultural factors on health-related behaviours, ethical issues and attitudes as a key factor underlying health-related behaviours. The authors introduce concepts, theories and strategies

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that will aid the development, testing and implementation of social marketing interventions. The book is suitable for both undergraduate and postgraduate students of business and marketing and those studying modules in social marketing.

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and Emma L. Murray unpack how managers can develop essential skills to unleash the potential of their employees. The text examines how individual characteristics, group dynamics, and organizational factors affect performance, motivation, and job satisfaction, providing students with a holistic understanding of OB. Packed with critical thinking opportunities, experiential exercises, and self-assessments, the new Second Edition provides students with a fun, hands-on introduction to the fascinating world of

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Marketing texts due to its accessibility and breadth anchored by solid academic grounding, while continuing to be engaging and relevant. The ninth Canadian edition of Principles of Marketing has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and relationships.

An Introduction

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Marketing has gotten more global, and there is a need to develop marketers who understand marketing in the right context. Principles of Marketing: A Global Perspective seeks to do just that by exposing your students to a wide variety of contexts - whether international or from within Asia -

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that are presented in the cases, examples and vignettes. To help students to better relate what they are learning to their daily lives, examples comprising recognizable brand names and companies are used. Together with the use of strong visuals, students will find the text an exciting read - motivating and creating in them an interest in marketing. At the same time, non-native speaking Asian students will appreciate the concise language and visual learning aids included to help them grasp marketing concepts

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easily. Principles of Marketing: A Global Perspective provides a good coverage of contemporary marketing issues like the use of technology in marketing and marketing ethics.

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supported by MobileStudy - a responsive
revision tool which can be accessed on
smartphones or tablets allowing students to
revise anytime and anywhere that suits their
schedule. New to the 3rd edition: Covers
topics such as digital marketing, global
marketing and marketing ethics Places
emphasis on employability and marketing in
the workplace to help students prepare

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company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you: * How to build trust and permission with your target market. *

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The art of positioning--deciding not only who it's for, but who it's not for. * Why the best way to achieve your goals is to help others become who they want to be. * Why the old approaches to advertising and branding no longer work. * The surprising role of tension in any decision to buy (or not). * How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way.

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breadth, depth, and relevance, the 16th Edition features a streamlined organization of the content, updated material, and new examples that reflect the very latest market developments. After reading this landmark text, students will be armed with the knowledge and tools to succeed in the new market environment around them.

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

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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.

*Marketing Management, Global Edition
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Readers interested in an overview of marketing strategies and techniques. Learn how to create value and gain loyal customers. Principles of Marketing helps current and aspiring marketers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Presenting fundamental marketing information within an innovative customer-value

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