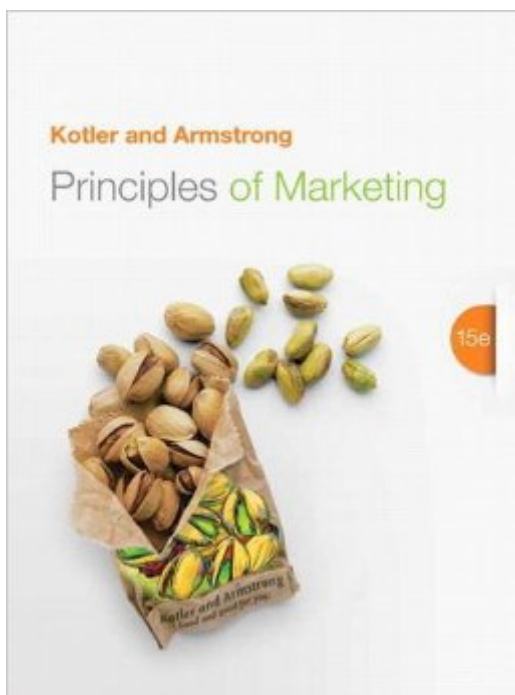


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Principles Of Marketing (15th Edition)



Synopsis

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 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 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.

Book Information

Hardcover: 720 pages

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Customer Reviews

It surprises me that a marketing collegiate text book has so many grammatical errors. Especially when the introduction claims that "every page has been poured over to provide the most up to date research and business articles for educational purposes." Walmart is spelled Wahnart, etc. Through the whole book. While the book is clearly organized, sometimes the grammatical mistakes deter from the flow of reading, making the study process aggravating at times. And while this is a marketing book for a marketing course, it seems more like an excuse to market TO YOU.

This is the latest edition of the Principles of Marketing textbook and is used for an introductory undergraduate or graduate course. It's clearly written and includes lots of fresh, up-to-date, illustrative real-world examples to prove their theories and statements. Each chapter is filled with key terms used in the real world and the definitions can be found in the margins. The terms are also explained by the author's words as well as live examples. The end-of-chapter questions and case studies are also a very good reference and provide a way to test yourself on the content shared within the chapters. Also included in the chapters are many helpful charts, tables, and photos. During my course I found this to be a very helpful book and believe that the content that is covered will help me while I continue to chase my professional goals and dreams.

The 15th Edition of Principles of Marketing was a mandatory text for a Marketing class of mine. However, I could not afford to purchase that one and opted to settle for the 13th ed. in used condition. After receiving this and examining the quality and even comparing it to the 15th ed that some of my friends had, I didn't feel as though I settled for it, if anything I got an amazing deal. The content in the book is extremely similar to that of the 15th ed. I've noticed very few differences, which may deal with the pictures or examples they used. Also, I bought this book in hard cover compared to my friends who bought it in soft cover. I would recommend this to anyone interested in Marketing, not only because the price is great, but also because the explanations and examples given in the text are easy to relate to, and therefore make learning about Marketing very simple.

I purchased this textbook for my marketing class. This book was an excellent read and the course objectives for each reading is helpful to understand the chapter. I like how the case studies and examples are applicable to our every day life that it's easy to relate to.

book was fine, used it once this semester for notecards for the final. On the other hand I'm currently on the phone trying to get a \$230 charge taken off my card because there was "binding damage" to the book. At the beginning of the semester I reported that there was highlighter markings, a missing page and damage to the cover as well as binding damage but never received any kind of notice about it. I didn't think anything of it and just assumed that the report would go on file to prevent something like this. I just got an email saying I was wrong. Thanks to 's customer service department, I've put into motion some efforts to get this charge taken off my account, but we'll have to wait to see how that goes. Just a fair warning to those who plan on renting: Do so with caution. Realize that you're just as likely to be ripped off for textbook rental from as you are from your

university book store.

This is a great marketing book that is jam-packed with strategies and tactics and real-world examples to back them up. It's academic and methodical in style, but not hard to read or understand and not too dry as to lose interest. I studied this as an entrepreneur with a business to apply the principles to, and found quite a bit that I could implement quickly and see tangible results. Being very widely read and having tried many things are definitely two necessary components to becoming a great marketer, and I'm glad I took the time to study this book.

This is a great read for anyone interested in learning more about marketing principles. I purchased this book for an upper division Marketing Principles class for my Marketing and Management major. I have read practically the whole book, and I can say as a first year college student, the information presented within this textbook is clear, concise, and entertaining.

This review does NOT reflect content in the book, just something to be aware of before buying it on . Any "student access code" that comes with the book only works through the Pearson website, NOT through a linked source such as Blackboard. There's no indication of this anywhere on or through Pearson, except by calling their support which will simply tell you to buy the code through their website and return your already opened product to . Since you have to have access for your class, you'll probably end up having to buy two access codes just to get to the course content. Simply put, Pearson is a scam.

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