



Marketing Management (12th Edition)

By Philip Kotler, Kevin Lane Keller

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For the MBA Marketing Management course and/or undergraduate capstone marketing strategy course. This is the #1 selling marketing management textbook worldwide because it consistently delivers on its brand promise: to be the first to reflect changes in marketing theory and practice.

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Editorial Review

Review

*NEW -- Tighter presentation and modular organization - Based on extensive user feedback, Kotler and Keller focused on preserving the strengths and core topics from previous editions, while carefully tightening coverage in every chapter for greater clarity. By organizing the text into eight parts of related material, a more modular approach, instructors have greater flexibility. "Many say Kotler defined this course when he wrote the first edition of this text. The 12th edition is particularly noteworthy because it's the first time Kotler is joined by a co-author. Are you familiar with Kevin Lane Keller?"**NEW - Philip Kotler invites Kevin Lane Keller to be co-author - Acknowledged as one of the international leaders in the study of strategic brand management and integrated marketing communications, Kevin is presently E.B. Osborn Professor of Marketing at the Amos Tuck School of Business Administration at Dartmouth College. His research has been widely cited and has received numerous awards, and he's served as brand consultant to marketers at some of the world's top companies, including Disney, Ford, Intel, Levi Strauss, Nike, Procter & Gamble and Starbucks. Kevin also writes Strategic Brand Management (Prentice Hall). "Are you covering Holistic Marketing? Shouldn't your textbook?"*NEW -- "Holistic marketing" coverage -- Explores the emerging concept that recognizes that everything matters in marketing: internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. For example: See pg. 18 (Figure 1.3) and new Chapter 22, which brings it all together. "Have you seen any other marketing management book that comes close to the breadth and depth of current examples and practical tips that Marketing Management, 12e, offers?" *NEW -- Integrated examples -- 10-15 per chapter; 98% new to this edition! These short paragraphs appear within the core chapter material and provide vivid, real-world illustrations of chapter concepts. *NEW - "Marketing Memos" - 2-3 new per chapter. Provide tips and suggestions at all stages of the marketing management process, as well as practical advice and directions in dealing with various marketing decisions.*NEW - "Marketing Insights" - 2-3 new per chapter. Highlight current research findings and cover key marketing topics in greater depth.*NEW - Hands-on marketing plan exercise -- Located at the end of many chapters, starting in Chapter 2. Gives students hands-on experience in developing a customized marketing plan.*NEW -- End of chapter applications - Each Chapter Conclusion has:- 2 Marketing Applications -- 1. Marketing Debate, suggesting opposing points-of-view on an important marketing topic, and 2. Marketing Discussion, identifying provocative marketing issues and allowing a personal point-of-view. - Marketing Spotlight, an in-depth examination of one of the world's most successful marketing companies. Allows focused examination of top brands along the lines of the chapter theme. "Do you assign outside cases and readings in this course? Would it help if we could package them with this text and discount the price for your students?"*NEW - Casebook solutions - Instructors: Visit www.prenhall.com/custombusiness to see how easy it is to create a casebook or coursepack that includes cases and readings from leading providers, like Harvard Business School Publishing. An exam copy takes just 2 weeks. When students purchase a casebook bundled with this text, they save 10%!"Are you using or interested in using a simulation to complement your marketing management textbook?"*NEW - Simulations from Interpretive Simulations! Instructors, please visit: www.prenhall.com/interpretive for additional information. When you adopt a Prentice Hall textbook with an Interpretive simulation, each new textbook will (a) be discounted 10% off of our net price (b) will contain a discount coupon that can be used for a 10% discount when purchasing a simulation online from Interpretive. Students get a top textbook from PH, a premium simulation from Interpretive, and a discount on both!

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