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By Gary Armstrong, Philip Kotler

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This best-selling, brief text introduces marketing through the lens of creating value for customers.

With engaging real-world examples and information, *Marketing: An Introduction* shows readers how customer value—creating it and capturing it—drives every effective marketing strategy.

Marketing: An Introduction (11th Edition) By Gary Armstrong, Philip Kotler Bibliography

- Sales Rank: #84555 in Books
- Brand: Prentice Hall
- Published on: 2012-01-21
- Ingredients: Example Ingredients
- Format: Abridged
- Original language: English
- Number of items: 1
- Dimensions: 10.70" h x .90" w x 8.40" l, 2.60 pounds
- Binding: Paperback
- 672 pages

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