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Gary Armstrong is the author of 'Principles of Marketing (15th Edition)', published 2013 under ISBN 9780133084047 and ISBN 0133084043.

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He received his master's degree at the University of Chicago and his PhD at M.I.T., both in economics. Dr. Kotler is author of Marketing Management (Pearson), now in its 15th Edition and the most widely used marketing textbook in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than ...

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