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It is very detailed and
thoroughly explains
the basics in

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marketing techniques. It also incorporates the evolving world of marketing in the face of new technology and e-commerce. It relates the principles of marketing to real companies, such as Amazon.com, Coca-Cola, and Nabisco. It comes with a CD-ROM, but I didn't find it particularly helpful.

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an integral part of their daily lives. To help individuals understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework.

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dedicated to obtaining
customer insights by
the help of marketing
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edition covers almost every aspect of marketing. A bunch of chapters are grouped under customer-driven marketing strategy.

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