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Principles of Marketing 16th edition is another book on marketing. Gary Armstrong and Philip Kotler are the book authors. Marketing an Introduction is another joint work by both authors. Published under Pearson, the 16th edition is a revised and expanded text.

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Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute.

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