



Principles of Marketing (14th Edition)

By Philip Kotler, Gary Armstrong

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Learn how to create value and gain loyal customers.

Today's marketing challenge is to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. To help readers understand how to create value and gain loyal customers, *Principles of Marketing* presents fundamental marketing information in a comprehensive format, organized around an innovative customer-value framework.

The fourteenth edition includes coverage on sustainability and a focus on marketing in today's challenging economic climate.

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