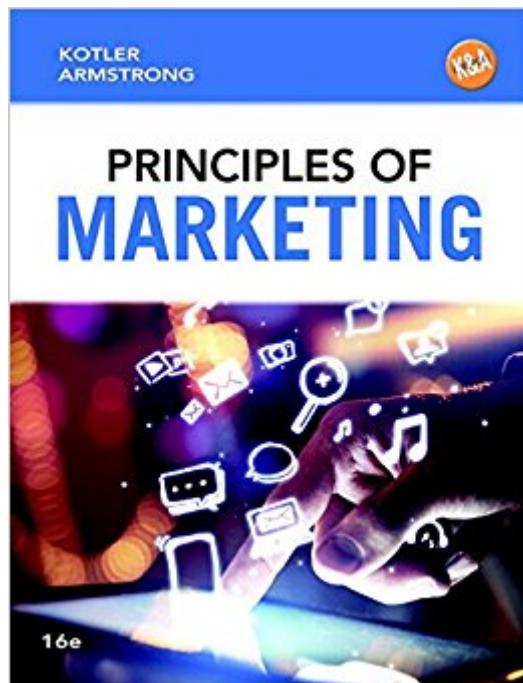


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# Principles Of Marketing (16th Edition)



## **Synopsis**

NOTE: This is a standalone product. For Principles of Marketing courses that require a comprehensive text. Help students learn how to create customer value and engagement. In a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities. MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133973107 / ISBN-13: 9780133973105. That package includes ISBN-10: 0133795020 / ISBN-13: 9780133795028 and ISBN-10: 0133862097 / ISBN-13: 9780133862096. MyMarketingLab should only be purchased when required by an instructor.

## **Book Information**

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## **Customer Reviews**

As a team, Philip Kotler and Gary Armstrong provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Kotler is one of the world's leading authorities on

marketing. Professor Armstrong is an award-winning teacher of undergraduate business students. Together they make the complex world of marketing practical, approachable, and enjoyable. Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of *Marketing Management* (Pearson), now in its fifteenth edition and the most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. Professor Kotler was named the first recipient of four major awards: the Distinguished Marketing Educator of the Year Award and the William L. Wilkie "Marketing for a Better World" Award, both given by the American Marketing Association; the Philip Kotler Award for Excellence in Health Care Marketing presented by the Academy for Health Care Services Marketing; and the Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice. His numerous other major honors include the Sales and Marketing Executives International Marketing Educator of the Year Award; The European Association of Marketing Consultants and Trainers Marketing Excellence Award; the Charles Coolidge Parlin Marketing Research Award; and the Paul D. Converse Award, given by the American Marketing Association to honor "outstanding contributions to science in marketing." A recent Forbes survey ranks Professor Kotler in the top 10 of the world's most influential business thinkers. And in a recent Financial Times poll of 1,000 senior executives across the world, Professor Kotler was ranked as the fourth "most influential business writer/guru" of the twenty-first century. 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. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and international marketing. He has traveled and lectured extensively throughout Europe, Asia, and South America, advising companies and governments about global marketing practices and opportunities. Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and masters degrees in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many companies on marketing

research, sales management, and marketing strategy. A ã But Professor ArmstrongÃ¢â„¢s first love has always been teaching. His long-held Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-FlaglerÃ¢â„¢s undergraduate program. His administrative posts have included Chair of Marketing, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and many others. Through the years, he has worked closely with business student groups and has received several UNC campuswide and Business School teaching awards. He is the only repeat recipient of schoolÃ¢â„¢s highly regarded Award for Excellence in Undergraduate Teaching, which he received three times. Most recently, Professor Armstrong received the UNC Board of Governors Award for Excellence in Teaching, the highest teaching honor bestowed by the sixteen-campus University of North Carolina system.

It surprises me that a marketing collegiate text book has so many grammatical errors. Especially when the introduction claims that "every page has been poured over to provide the most up to date research and business articles for educational purposes." Walmart is spelled Wahnart, etc. Through the whole book. While the book is clearly organized, sometimes the grammatical mistakes deter from the flow of reading, making the study process aggravating at times. And while this is a marketing book for a marketing course, it seems more like an excuse to market TO YOU.

This is the latest edition of the Principles of Marketing textbook and is used for an introductory undergraduate or graduate course. It's clearly written and includes lots of fresh, up-to-date, illustrative real-world examples to prove their theories and statements. Each chapter is filled with key terms used in the real world and the definitions can be found in the margins. The terms are also explained by the author's words as well as live examples. The end-of-chapter questions and case studies are also a very good reference and provide a way to test yourself on the content shared within the chapters. Also included in the chapters are many helpful charts, tables, and photos. During my course I found this to be a very helpful book and believe that the content that is covered will help me while I continue to chase my professional goals and dreams.

The 15th Edition of Principles of Marketing was a mandatory text for a Marketing class of mine. However, i could not afford to purchase that one and opted to settle for the 13th ed. in used condition. After receiving this and examining the quality and even comparing it to the 15th ed that

some of my friends had, I didn't feel as though I settled for it, if anything I got an amazing deal. The content in the book is extremely similar to that of the 15th ed. I've noticed very few differences, which may deal with the pictures or examples they used. Also, I bought this book in hard cover compared to my friends who bought it in soft cover. I would recommend this to anyone interested in Marketing, not only because the price is great, but also because the explanations and examples given in the text are easy to relate to, and therefore make learning about Marketing very simple.

I purchased this textbook for my marketing class. This book was an excellent read and the course objectives for each reading is helpful to understand the chapter. I like how the case studies and examples are applicable to our every day life that it's easy to relate too.

book was fine, used it once this semester for notecards for the final. On the other hand I'm currently on the phone trying to get a \$230 charge taken off my card because there was "binding damage" to the book. At the beginning of the semester I reported that there was highlighter markings, a missing page and damage to the cover as well as binding damage but never received any kind of notice about it. I didn't think anything of it and just assumed that the report would go on file to prevent something like this. I just got an email saying I was wrong. Thanks to 's customer service department, I've put into motion some efforts to get this charge taken off my account, but we'll have to wait to see how that goes. Just a fair warning to those who plan on renting: Do so with caution. Realize that you're just as likely to be ripped off for textbook rental from as you are from your university book store.

This is a great marketing book that is jam-packed with strategies and tactics and real-world examples to back them up. It's academic and methodical in style, but not hard to read or understand and not too dry as to lose interest. I studied this as an entrepreneur with a business to apply the principles to, and found quite a bit that I could implement quickly and see tangible results. Being very widely read and having tried many things are definitely two necessary components to becoming a great marketer, and I'm glad I took the time to study this book.

This is a great read for anyone interested in learning more about marketing principles. I purchased this book for an upper division Marketing Principles class for my Marketing and Management major. I have read practically the whole book, and I can say as a first year college student, the information presented within this textbook is clear, concise, and entertaining.

This review does NOT reflect content in the book, just something to be aware of before buying it on . Any "student access code" that comes with the book only works through the Pearson website, NOT through a linked source such as Blackboard. There's no indication of this anywhere on or through Pearson, except by calling their support which will simply tell you to buy the code through their website and return your already opened product to . Since you have to have access for your class, you'll probably end up having to buy two access codes just to get to the course content. Simply put, Pearson is a scam.

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