

The book was found

Marketing Management (14th Edition)



Synopsis

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. *Marketing Management* is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice. Remaining true to its gold-standard status, the fourteenth edition includes an overhaul of new material and updated information, and now is available with mymarketinglab Pearson's online tutorial and assessment platform.

Book Information

Series: Marketing Management

Hardcover: 816 pages

Publisher: Pearson; 14 edition (February 18, 2011)

Language: English

ISBN-10: 0132102927

ISBN-13: 978-0132102926

Product Dimensions: 8.8 x 1.2 x 10.9 inches

Shipping Weight: 3.8 pounds

Average Customer Review: 4.1 out of 5 stars 189 customer reviews

Best Sellers Rank: #10,409 in Books (See Top 100 in Books) #44 in Books > Textbooks > Business & Finance > Marketing #120 in Books > Business & Money > Marketing & Sales > Marketing #257 in Books > Business & Money > Management & Leadership > Management

Customer Reviews

Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including *Marketing Management*, *Marketing of Nations* and *Kotler on Marketing*. He also acts as a consultant to many major multinationals and has lectured extensively in Asia and North America. Hermawan Kartajaya is Leading Service Officer of MarkPlus & Co., a strategy consulting firm in Indonesia. He is also the President of Asia-Pacific Marketing Federation (APMF, 1998-2000) and the Vice-Chairman of the World Marketing Association (WMA, 1999-2000). His Sustainable Marketing Enterprise model provides the foundation for building both sustainable economies and companies. He has helped many leading Asian companies create sustainable strategies in the past decade. Additional case studies were contributed by Michael Alan Hamlin, author of *The New Asian Corporation* and

managing director of Team Asia, a business consulting group and speaker's bureau."Kevin Lane Keller" is acknowledged as one of the international leaders in the study of strategic brand management and integrated marketing communications. His research has been widely cited and received numerous awards. He remains actively involved in industry and has served as brand consultant to marketers for some of the world's most successful brands, including Disney, Ford, Intel, Levi Strauss, Nike, Procter and Gamble, and many more. Professor Keller is presently the E.B. Osborn Professor of Marketing at Dartmouth College's Amos Tuck School of Management where he teaches an M.B.A elective on strategic brand management and lectures in executive programs on that topic. He lives with his family in Etna, NH.

Take this for what it's worth from an MBA candidate who is not interested in marketing. The text presents good information. The business cases are very useful and provided the most benefit. Otherwise, I found the material to be dry and in many cases tedious to read-through. The majority of my research used the web rather than the text as a starting point for all my papers related to this course...

This is one of the most comprehensive marketing books I have read. It covers everything from product management and development to channel strategy. I have been working in marketing for a long time and I often refer to this book to get sense of the issue and solutions others have tried when a new problem or opportunity arises. Well researched and documented with countless examples from real world.

Pearson really should provide the capability to view the ebook on more than 2 devices. They are charging over \$150 for a book that has no physical existence. That is a gouge in the first place, but to then tell me I can't have it on my phone, kindle and PC simultaneously without doing registration/deregistration gymnastics . . . ? That betrays a very low estimation of their customers and a little bit of ignorance of the way people use technology at this moment. One of the big reasons I buy ebooks is ubiquitous availability. To restrict that is destroying a lot of the value of the format. That said, I'm certainly not going back to buying the 5-pound print doorstop version. But Pearson, throw your student customers a bone. Would 3 devices kill you, you DRM tightwads?

The format in Kindle is impossible to read. Paras are all over the place, figures don't show up, images are mixed up, etc....disappointing to see such poor quality on .

I bought this to refresh myself on marketing management - great read so far. Really not like a text book, more like a professional book.

It's very thick and very useful! Explaining the ethics in an interesting way, with examples and pictures. I bought the used one, cheap and great.

Excellent book and met academic standards!

This book is an Asian focused textbook. All of the cases and examples are from Asia. It was not very helpful in the class since the textbook in my class has North American focused examples and cases. It was not clear that there were different versions of this book. In fact the cover of the book I received was camouflaged with tape to hide this fact.

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Engineering Mechanics: Statics Plus MasteringEngineering with Pearson eText -- Access Card Package (14th Edition) (Hibbeler, The Engineering Mechanics: Statics & Dynamics Series, 14th Edition) The Pill Book (14th Edition): New and Revised 14th Edition The Illustrated Guide To The Most-Prescribed Drugs In The United States (Pill Book (Mass Market Paper)) Marketing Management (14th Edition) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook

Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) General Aviation Marketing and Management: Operating, Marketing, and Managing an FBO

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)