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how customer value-creating and capturing it-drives every effective marketing strategy.

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Most business and marketing courses will recommend Kotler as essential reading. He has a very nice style and explains the fundamentals of marketing in this book and how marketing is applied within the business context. The latest version would obviously be more up to date but the principles have not changed that much since this edition.

*Principles of Marketing, Sixth Canadian Edition: Amazon.co ...*

Principles of Marketing, 14/e (Kindle Edition) Published May 6th 2011 by Prentice Hall. Kindle Edition, 744 pages. Author (s): Philip Kotler, Gary Armstrong. ISBN13: 9780132727969. Edition language:

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In Principles of Marketing, Fifth European Edition, Kotler, Armstrong, Wong and Saunders again look at the roots of the subject, whilst at the same time introduce fresh perspectives. Reflecting heightened concerns about the environment, this new edition integrates the concept of sustainable marketing, showing how businesses and organisations can balance customers' immediate needs against their long-term interests.

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Chapter 1: Marketing: creating customer value and engagement. Chapter 2: Company and marketing strategy: partnering to build customer engagement, value and relationships. Chapter 3 Analysing the marketing environment. Chapter 4 Managing marketing information to gain customer insights.

*Kotler, Principles of Marketing, 8th European Edition*

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