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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.

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Grammatical Errors Galore

By Xanah Wells

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.

0 of 0 people found the following review helpful.

Well written Marking book which includes many useful real world examples

By PA_O's_Fan

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.

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