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Principles Of Marketing Second European Edition Kotler

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

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Editions of Principles of Marketing by Philip Kotler

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other textbooks include Principles of Marketing and management: An Introduction and they are also widely used around the world.

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The purpose of brand marketing here is to introduce the brand (in general) to the community as a whole or often referred to as brand awareness (Kotler and Keller, 2016). By introducing a brand and ...

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