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Blog – Philip Kotler

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This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

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Principles of Marketing, Third European Edition provides an introduction to modern marketing. Recognising the increasing significance of globalisation and e-business, John Saunders and Veronica Wong have dealt with Europe in a global marketing context. Illustrative examples and case studies are drawn from across Europe and around the world.

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