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Kotler is author of Marketing Management (Pearson), now in its 15th Edition and the most widely used marketing textbook in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the Journal of ...

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The 15th edition, like preceding editions, has greatly benefited from innumerable suggestions, ideas, and corrections contributed by soil scientists, instructors, and students from around the ...

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Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good. In 2017, The New York Times described it as "the art of telling stories so enthralling that people lose track of their wallets". It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses (B2B marketing) or ...

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Marketing research is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal is to

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