

Kotler Keller Marketing Management 13th Edition

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Kotler Keller Marketing Management 13th

So why did Marketing Management make such a splash? Kotler's big idea in 1967 was that ... Kotler has added a co-author (Tuck Professor Kevin Lane Keller) and the two plan to publish the book's 13th ...

Philip Kotler's classic marketing text celebrates 40 years

This course is compulsory on the MSc in Marketing. This course is not available as an outside option. This course is a rigorous examination of the key analytical frameworks, technical tools, and ...

Principles of Marketing

Alex Chernev (2011), Strategic Marketing Management (6th edition), Cerebellum Press Philip Kotler and Gary Armstrong (2001), Principles of Marketing (9th edition), Prentice Hall Philip Kotler and ...

International Marketing: A Strategic Approach

Management Decision, Vol. 50 ... Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics. p. 123.

Theory of the Firm for Strategic Management

This course is available on the CEMS Exchange, MBA Exchange, MSc in Management and Strategy ... and concepts that are essential in building an effective marketing strategy. Participants are introduced ...

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