



Marketing: An Introduction (13th Edition)

By Gary Armstrong, Philip Kotler

[Download now](#)

[Read Online](#) 

Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler

For undergraduate courses on the Principles of Marketing.

An introduction to the world of marketing using a proven, practical, and engaging approach

Marketing: An Introduction shows students how customer value—creating it and capturing it—drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.

The **Thirteenth Edition** reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices.

Also Available with MyMarketingLab™

This title is also available with MyMarketingLab—an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

NOTE: You are purchasing a **standalone** product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for:

**0134472497 / 9780134472492 Marketing: An Introduction Plus
MyMarketingLab with Pearson eText -- Access Card Package**

Package consists of:

- **013414953X / 9780134149530 Marketing: An Introduction**
- **0134132351 / 9780134132358 MyMarketingLab with Pearson eText -- Access Card -- for Marketing: An Introduction**

 [**Download**](#) Marketing: An Introduction (13th Edition) ...pdf

 [**Read Online**](#) Marketing: An Introduction (13th Edition) ...pdf

Marketing: An Introduction (13th Edition)

By Gary Armstrong, Philip Kotler

Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler

For undergraduate courses on the Principles of Marketing.

An introduction to the world of marketing using a proven, practical, and engaging approach

Marketing: An Introduction shows students how customer value—creating it and capturing it—drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.

The **Thirteenth Edition** reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices.

Also Available with MyMarketingLab™

This title is also available with MyMarketingLab—an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

NOTE: You are purchasing a **standalone** product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for:

0134472497 / 9780134472492 Marketing: An Introduction Plus MyMarketingLab with Pearson eText -- Access Card Package

Package consists of:

- **013414953X / 9780134149530 Marketing: An Introduction**
- **0134132351 / 9780134132358 MyMarketingLab with Pearson eText -- Access Card -- for Marketing: An Introduction**

Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler Bibliography

- Sales Rank: #27942 in Books
- Published on: 2016-02-06
- Original language: English
- Number of items: 1
- Dimensions: 10.60" h x 1.00" w x 8.40" l, .0 pounds
- Binding: Paperback

- 672 pages

 [Download Marketing: An Introduction \(13th Edition\) ...pdf](#)

 [Read Online Marketing: An Introduction \(13th Edition\) ...pdf](#)

Download and Read Free Online Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler

Editorial Review

About the Author

As a team, Gary Armstrong and Philip Kotler provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Armstrong is an award-winning teacher of undergraduate business students. Professor Kotler is one of the world's leading authorities on marketing. Together they make the complex world of marketing practical, approachable, and enjoyable.

Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and masters degrees in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many companies on marketing research, sales management, and marketing strategy.

But Professor Armstrong's first love has always been teaching. His long-held Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-Flagler's undergraduate program. His administrative posts have included Chair of Marketing, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and many others. Through the years, he has worked closely with business student groups and has received several UNC campus wide and Business School teaching awards. He is the only repeat recipient of school's highly regarded Award for Excellence in Undergraduate Teaching, which he received three times. Most recently, Professor Armstrong received the UNC Board of Governors Award for Excellence in Teaching, the highest teaching honor bestowed by the sixteen-campus University of North Carolina system.

Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of *Marketing Management* (Pearson), now in its fifteenth 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 50 books and 150 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 Marketing*.

Professor Kotler was named the first recipient of four major awards: the *Distinguished Marketing Educator of the Year Award* and the *William L. Wilkie "Marketing for a Better World" Award*, both given by the American Marketing Association; the *Philip Kotler Award for Excellence in Health Care Marketing* presented by the Academy for Health Care Services Marketing; and the *Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice*. He is a charter member of the Marketing Hall of Fame, was voted the first Leader in Marketing Thought by the American Marketing Association, and was named The Founder of Modern Marketing Management in the Handbook of Management Thinking. His numerous other major honors include the Sales and Marketing Executives International *Marketing Educator of the Year Award*; The European Association of Marketing Consultants and Trainers *Marketing Excellence Award*; the *Charles Coolidge Parlin Marketing Research Award*; and the *Paul D. Converse Award*, given by the American Marketing Association to honor "outstanding contributions to science in marketing." A recent

Forbes survey ranks Professor Kotler in the top 10 of the world's most influential business thinkers. And in a recent *Financial Times* poll of 1,000 senior executives across the world, Professor Kotler was ranked as the fourth "most influential business writer/guru" of the twenty-first century.

Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and international marketing. He has traveled and lectured extensively throughout Europe, Asia, and South America, advising companies and governments about global marketing practices and opportunities.

Users Review

From reader reviews:

David Kane:

Why don't make it to be your habit? Right now, try to ready your time to do the important behave, like looking for your favorite book and reading a guide. Beside you can solve your trouble; you can add your knowledge by the publication entitled Marketing: An Introduction (13th Edition). Try to face the book Marketing: An Introduction (13th Edition) as your close friend. It means that it can to become your friend when you experience alone and beside regarding course make you smarter than previously. Yeah, it is very fortuned for yourself. The book makes you far more confidence because you can know every little thing by the book. So , we need to make new experience along with knowledge with this book.

Mary Barnett:

Now a day individuals who Living in the era exactly where everything reachable by interact with the internet and the resources inside it can be true or not involve people to be aware of each data they get. How individuals to be smart in getting any information nowadays? Of course the correct answer is reading a book. Studying a book can help people out of this uncertainty Information especially this Marketing: An Introduction (13th Edition) book since this book offers you rich data and knowledge. Of course the details in this book hundred pct guarantees there is no doubt in it you probably know this.

Robert Rochester:

Spent a free time for you to be fun activity to perform! A lot of people spent their down time with their family, or all their friends. Usually they performing activity like watching television, likely to beach, or picnic in the park. They actually doing ditto every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Might be reading a book may be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to attempt look for book, may be the reserve untitled Marketing: An Introduction (13th Edition) can be great book to read. May be it might be best activity to you.

John Negron:

This Marketing: An Introduction (13th Edition) is great book for you because the content and that is full of information for you who else always deal with world and possess to make decision every minute. This particular book reveal it details accurately using great coordinate word or we can declare no rambling sentences within it. So if you are read that hurriedly you can have whole data in it. Doesn't mean it only will give you straight forward sentences but difficult core information with beautiful delivering sentences. Having Marketing: An Introduction (13th Edition) in your hand like finding the world in your arm, details in it is not ridiculous one particular. We can say that no publication that offer you world inside ten or fifteen second right but this guide already do that. So , this can be good reading book. Hello Mr. and Mrs. hectic do you still doubt this?

Download and Read Online Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler #03HGBJIY5PN

Read Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler for online ebook

Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler books to read online.

Online Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler ebook PDF download

Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler Doc

Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler Mobipocket

Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler EPub

03HGBJIY5PN: Marketing: An Introduction (13th Edition) By Gary Armstrong, Philip Kotler