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Principles of Marketing by Philip Kotler

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Principles of Marketing is the highly successful European adaptation of Kotler and Armstrong, one of the world's leading and most authoritative marketing textbooks. The text takes a practical and managerial approach to marketing.

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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.

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This course aims to:

- introduce you to the fundamental principles of marketing
- give you a broad understanding of consumers and the marketing behaviour of firms
- explore the relevance of other academic disciplines to marketing
- encourage you to question the limitations of marketing management and to suggest ways of overcoming its many problems
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