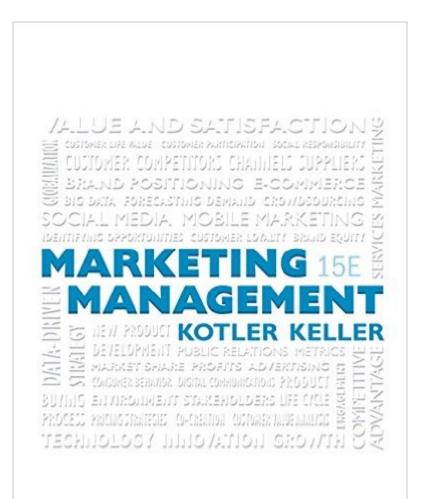
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Marketing Management (15th Edition)





Synopsis

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 ISBN-10:Â 0134058496/ISBN-13:Â 9780134058498 . That package includes ISBN-10:Â 0133856461/ISBN-13:Â 9780133856460 and ISBN-10:Â 0133876802/ISBN-13:Â For undergraduate and graduate courses in marketing management. Â 9780133876802. The gold standard for todayâ [™]s marketing management student. Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. A The world of marketing is changing everydaya "and in order for students to have a competitive edge, they need a textbook that reflects the best of todayâ [™]s marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in todayâ [™]s marketing theory and practice. Â The Fifteenth edition is fully integrated with MyMarketingLab and is updated where appropriate to provide the most comprehensive, current, and engaging marketing management text as possible. A A Also available with MyMarketingLab â, ¢ MyMarketingLab is 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.

Book Information

Series: Marketing Management Hardcover: 832 pages Publisher: Pearson; 15 edition (January 9, 2015) Language: English ISBN-10: 0133856461 ISBN-13: 978-0133856460 Product Dimensions: 8.6 x 1.3 x 10.9 inches Shipping Weight: 3.2 pounds (View shipping rates and policies) Average Customer Review: 4.0 out of 5 stars Â See all reviews (61 customer reviews) Best Sellers Rank: #6,965 in Books (See Top 100 in Books) #5 in Books > Textbooks > Business & Finance > Marketing #62 in Books > Business & Money > Marketing & Sales > Marketing #2088 in Books > Reference

Customer Reviews

I purchased this book as a cheaper option to the hard cover. The information inside was identical and I was able to complete the assignments and follow along in class. I find paperback books easier to carry to and from class, so this was a great option for me. The pictures are in color, and the print is more than large enough to read. The paper quality is nice, and it is not too thin or brittle. I used this book for approximately 12 weeks during the summer semester of 2016 and it did not wear and tear. It was also easy to put post-its with notes inside and highlighter did not smear across the page. This is a very well written book and contains a great deal of relevant information about marketing. It is a good high level view for someone who has not been exposed to the field before. The index is separated into different sections including name, company, brand and organization. I found this especially helpful when I was writing essays assigned by my professor. There is also a very comprehensive glossary and easily searchable Table of Contents and includes a "Brief Contents" and "Contents" section that provided either a quick view of the pages or something more in depth depending on what you needed. I would recommend this to anyone interested in the marketing field.

I rented this book for an MBA class I took in this Spring. I have to say that this book is really well-written and engaging (something that can be difficult to find in a textbook). The chapters in the book tended to be very long, but since the content and voice was interesting, I did not mind. What was also helpful were the real-life company examples spread throughout the entire book.

While marketing is not my strong suit, I enjoyed reading this textbook for one of my graduate courses. It offers a reasonable explanation of concepts for non-marketing types. However, be warned: the Kindle eBook version only allows use on 2 simultaneous devices. Apparently, this is set by the publisher (Prentice Hall). If you are like most modern students with a laptop, tablet, phone, etc., it may be difficult to get the content where you need it when you need it.

Beautiful book! Came in shiny and brand new in only two days. I was very pleased to see the book sealed in plastic so I know it had definitely never been opened. It costs quite a bit of money, but it came exactly as promised. Very pleased!

Principles of Marketing was a class text for a 300 level university course I took. The text book provided a very thorough and detailed description of marketing in today's world. The reading was both informative and engaging. Real life examples were provided throughout to demonstrate the marketing principals that were covered. The book is a complete marketing curriculum in itself. Anything a professor adds from his own knowledge and experience is icing on the cake!

I purchased the 14th edition of Principles of Marketing by Kotler and Armstrong for the 2012-2013 school year. Much to my surprise, they are writing a NEW edition for 2013. I could not sell the book because of the "new" edition. Textbooks are not only overpriced, but repeatedly updated. I am now stuck with a "useless" textbook because these people pay schools to require the "new" edition. What could they possibly add to this text book (published on September 3, 2012) that could require an update? I find this "not-for-profit" industry a joke.

This textbook does not get straight to the point, is long and boring. I've read better marketing textbooks that are better than this one. I'll be happy when I return this book I rented for class.

Great text; nothing outstanding since it's a little textbooky, but worth a read. I especially liked the up-to-the-moment case studies and examples; very nice! I would recommend it to others wanting to learn about marketing.

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