



## Principles of Marketing Plus NEW MyMarketing Lab with Pearson eText -- Access Card Package (14th Edition)

---

By Kotler, Philip; Armstrong, Gary

Prentice Hall, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. PackagesAccess codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental booksIf you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codesAccess codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Normal 0 false false false EN-US X-NONE X-NONE.



**READ ONLINE**  
[ 1002.4 KB ]

### Reviews

*This publication is very gripping and intriguing. It is among the most awesome book we have go through. You can expect to like how the author compose this book.*

-- **Dr. Malika Bechtelar II**

*This ebook might be worthy of a read, and superior to other. It usually does not charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Arch Upton**