



Marketing: An Introduction (Seventh Edition)

By Gary Armstrong, Philip Kotler

Pearson Education, 2007. Softcover. Book Condition: New. 5th or later edition. Marketing: An Introduction, 7e, helps students master modern marketing principles and practices. Written by today`s best-selling marketing author team, this paperback text has a manageable 16 chapter organization and builds on the unprecedented success of its sixth edition by placing customer value in the driver`s seat. An organizing customer value framework introduced in the first chapter sets the stage. All new video cases, new presentation resources, a new Driver`s Manual student study guide, and OneKey all-in-one website for students and instructors are just a few reasons why this is the most contemporary marketing textbook Printed Pages: 714.



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