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—Sveinn Eldon, Arcada, University of Applied Sciences, Helsinki, Finland. In Principles of Marketing, Fifth European Edition, Kotler, Armstrong, Wong and Saunders again look at the roots of the subject, whilst at the same time introduce fresh perspectives.

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### **Principles of Marketing - swastapriambada.lecture.ub.ac.id**

Principles of Marketing. The 11th edition of this text continues to build on four major marketing themes: building and managing profitable customer relationships, building and managing strong brands to create brand equity, harnessing new marketing technologies in the digital age, and marketing in a socially responsible way around the globe.

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Principles of Marketing, Fifth Edition, [by] Philip Kotler, Gary Armstrong : Instructor's Resource Manual Philip Kotler Prentice Hall , 1991 - Marketing - 423 pages

### **Principles of Marketing, Fifth Edition, [by] Philip Kotler ...**

Welcome to Principles of Marketing, made up of many business majors. Marketing is defined as "the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling."

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