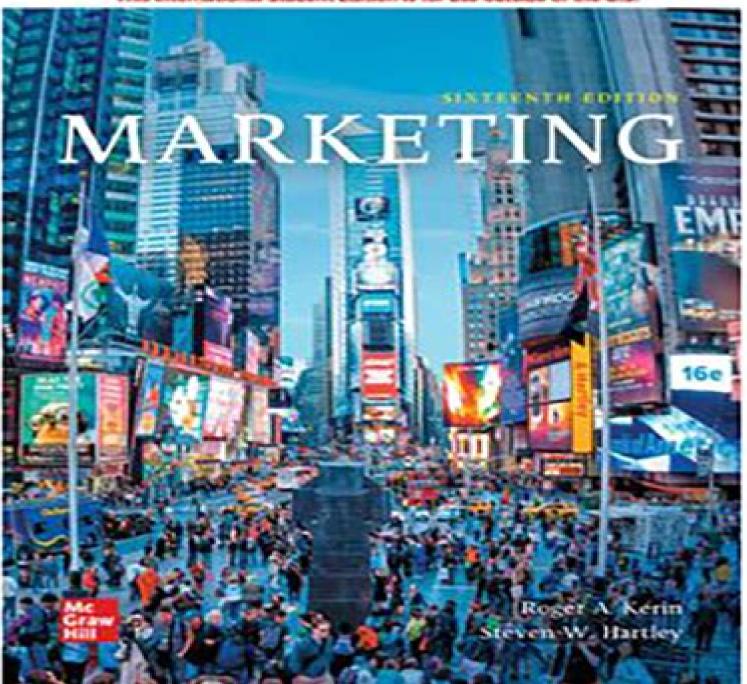
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Marketing 16th Edition

A Gutmann

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Improved focus on the development and importance of teams A new section on the emergence of equity crowdfunding Further discussion of ethics and the dangers of dramatic scaling Presented in an easy to understand style this book will be a valuable resource for undergraduate and postgraduate students in entrepreneurship and new venture management classes as well as active new venture owners and managers Online resources include an instructor s manual test bank PowerPoint slides and additional materials to aid instructors and students in applying their knowledge **Global Marketing** Ilan Alon, Eugene Jaffe, Christiane Prange, Donata Vianelli, 2016-11-10 Global Marketing provides students with a truly international treatment of the key principles that every marketing manager should grasp International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively in a fiercely competitive environment Alon et al provide students with everything they need to rise to the challenge Coverage of small and medium enterprises as well as multinational corporations where much of the growth in international trade and global marketing has occurred A shift toward greater consideration of services marketing as more companies move away from manufacturing A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present Chapters on social media innovation and technology teach students how to incorporate these new tools into their marketing strategy New material on sustainability ethics and corporate social responsibility key values for any modern business Short cases and examples throughout the text show students how these principles and techniques are applied in the real world Longer cases provide instructors and students with rich content for deeper analysis and discussion Covering key topics not found in competing books Global Marketing will equip students with the knowledge and confidence they need to become leading marketing managers A companion website features an instructor's manual with test questions as well as additional exercises and examples for in class use Proceedings of the 7th Global Conference on Business, Management, and Entrepreneurship (GCBME 2022) Ratih Hurriyati, Lili Adi Wibowo, Ade Gafar Abdullah, Sulastri, Lisnawati, Yusuf Murtadlo, 2023-09-29 This is an open access book WELCOME THE 7TH GCBME We would like to invite you to join our The 7th Global Conference on Business Management and Entrepreneurship The conference will be held online on digital platform live from Universitas Pendidikan Indonesia in Bandung West Java Indonesia on August 8th 2022 with topic The Utilization of Sustainable Digital Business Entrepreneurship and management as A Strategic Approach in the New Normal Era **Principles of Marketing, Global Edition** Philip Kotler, Gary Armstrong, 2015-04-02 For Principles of Marketing courses that require a comprehensive text Help students learn how to create customer value and engagement In a fast changing increasingly digital and social marketplace it's more vital than ever for marketers to develop meaningful connections with their customers Principles of Marketing helps students master today s key marketing challenge to create vibrant interactive communities of consumers who make products and brands an integral part of their daily lives To help students understand how to create value and build customer relationships Kotler and Armstrong present fundamental marketing information within an innovative customer value framework Thoroughly revised to reflect the major trends impacting contemporary marketing this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations experiences and communities Also available with MyMarketingLab This title is also available with MyMarketingLab an online homework tutorial and assessment program designed to work with this text to engage students and improve results Hands on activities and exercises enable students to better understand and master course concepts and the skills required to be successful marketers today 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 0133973107 ISBN 13 9780133973105 That package includes ISBN 10 0133795020 ISBN 13 9780133795028 and ISBN 10 0133862097 ISBN 13 9780133862096 MyMarketingLab should only be purchased when required by an instructor

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