

Kotler Philip Principles Of Marketing 5th Edition



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As a team, Philip Kotler and Gary Armstrong provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Kotler is one of the world's leading authorities on marketing. Professor Armstrong is an award-winning teacher of undergraduate business students.

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About the author (2008) Dr. Kotler is author of Marketing Management (Prentice'Hall), now in its twelfth edition and the world's most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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As Philip Kotler explains in his book Marketing Management, "Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals".

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