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Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing textbook in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 50 books and 150 articles in leading journals.

Marketing: An Introduction / Edition 12|Hardcover

This accessible, streamlined introduction to marketing by two of today's best-selling marketing authors helps users master the basic principles and practices of modern marketing in an enjoyable and practical way. The new edition is an even more effective text than its predecessors: it is complete, easy to manage, and explains how marketing affects the big picture in business and influences ...

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Marketing: An Introduction is intended for use in undergraduate Principles of Marketing courses. It is also suitable for those interested in learning more about the fundamentals of marketing. This best-selling, brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value-creating it and capturing it-drives every effective marketing strategy. The Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies. MyMarketingLab for Marketing: An Introduction is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience-for you and your students. Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Guide Student's Learning: The text's active and integrative "Road to Learning Marketing" presentation helps students learn, link, and apply major concepts. Encourage Students to Apply Concepts: A practical marketing-management approach provides in-depth, real-life examples and stories that engage students with basic marketing concepts and bring the marketing journey to life. Cover New Marketing Trends and Technology: Every chapter of this edition features revised and expanded discussions on the explosive impact of exciting new marketing technologies. 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: 0133763528/ISBN-13: 9780133763522. That package includes ISBN-10: 0133451275/ISBN-13: 9780133451276 and ISBN-10: 0133455122/ISBN-13: 9780133455120. MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. Note: MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

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For undergraduate principles of marketing courses. This ISBN is for the bound textbook, which students can rent through their bookstore. An introduction to marketing using a practical and engaging approach Marketing: An Introduction shows students how customer value -- creating it and capturing it -- drives effective marketing strategies. The 14th Edition reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement, and relationships, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. Through updated company cases, Marketing at Work highlights, and revised end-of-chapter exercises, students are able to apply marketing concepts to real-world company scenarios. This title is also available digitally as a standalone Pearson eText, or via Pearson MyLab Marketing which includes the Pearson eText. These options give students affordable access to learning materials, so they come to class ready to succeed. Contact your Pearson rep for more information.

"In a lively conversational style, Robert Hartley provides play-by-play analyses of actual decisions and practices that led to major marketing wars, comebacks, crises, and triumphs in top corporations. Hands-on exercises and debates invite you to immerse yourself in various situations. These real-life war stories are packed with practical tips and learning experiences that can serve you throughout your career."--BOOK JACKET.

Marketing Research provides comprehensive information on both the quantitative methods used in marketing research and the many considerations a manager faces when interpreting and using market research findings. Marketing research hot topics are featured, including competitive intelligence, published secondary data and the Internet, and marketing research suppliers and users. Each chapter helps you explore ethical dilemmas related to the topics discussed, the uses and needs for marketing research across business functions, and how to use the Internet to gather marketing research data in an efficient, cost-effective manner. By focusing on the managerial aspects of marketing research, this book provides you with both the tools to conduct marketing research, as well as those to interpret the results and use them effectively as a manager.

An essential guide to designing, conducting, and analyzing event-related potential (ERP) experiments, completely updated for this edition. The event-related potential (ERP) technique, in which neural responses to specific events are extracted from the EEG, provides a powerful noninvasive tool for exploring the human brain. This volume describes practical methods for ERP research along with the underlying theoretical rationale. It offers researchers and students an essential guide to designing, conducting, and analyzing ERP experiments. This second edition has been completely updated, with additional material, new chapters, and more accessible explanations. Freely available supplementary material, including several online-only chapters, offer expanded or advanced treatment of selected topics. The first half of the book presents essential background information, describing the origins of ERPs, the nature of ERP components, and the design of ERP experiments. The second half of the book offers a detailed treatment of the main steps involved in conducting ERP experiments, covering such topics as recording the EEG, filtering the EEG and ERP waveforms, and quantifying amplitudes and latencies. Throughout, the emphasis is on rigorous experimental design and relatively simple analyses. New material in the second edition includes entire chapters devoted to components, artifacts, measuring amplitudes and latencies, and statistical analysis; updated coverage of recording technologies; concrete examples of experimental design; and many more figures. Online chapters cover such topics as overlap, localization, writing and reviewing ERP papers, and setting up and running an ERP lab.

The new edition of an introductory text that teaches students the art of computational problem solving, covering topics ranging from simple algorithms to information visualization. This book introduces students with little or no prior programming experience to the art of computational problem solving using Python and various Python libraries, including PyLab. It provides students with skills that will enable them to make productive use of computational techniques, including some of the tools and techniques of data science for using computation to model and interpret data. The book is based on an MIT course (which became the most popular course offered through MIT's OpenCourseWare) and was developed for use not only in a conventional classroom but in in a massive open online course (MOOC). This new edition has been updated for Python 3, reorganized to make it easier to use for courses that cover only a subset of the material, and offers additional material including five new chapters. Students are introduced to Python and the basics of programming in the context of such computational concepts and techniques as exhaustive enumeration, bisection search, and efficient approximation algorithms. Although it covers such traditional topics as computational complexity and simple algorithms, the book focuses on a wide range of topics not found in most introductory texts, including information visualization, simulations to model randomness, computational techniques to understand data, and statistical techniques that inform (and misinform) as well as two related but relatively advanced topics: optimization problems and dynamic programming. This edition offers expanded material on statistics and machine learning and new chapters on Frequentist and Bayesian statistics.

This edition takes into account the research from Australia available through bodies such as ANZMAC and Australasian Marketing Journal. It provides an explanation of what consumer behaviour variables are and the types and importance of each.

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