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I used Marketing Management (14th Edition) during my MBA program. Kotler and Keller are leading authorities on marketing management and provided me a comprehensive perspective on this topic. This is a great marketing resource to have in any library.

[Amazon.com: Marketing Management, Student Value Edition ...](#)

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[Armstrong & Kotler, Marketing: An Introduction, 14th ...](#)

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. In 2017, The New York Times described it as "the art of telling stories so enthralling that people lose track of their wallets. It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses (B2B marketing) or directly to ...

[Kotler, P. and Keller, K.L. \(2012\) Marketing Management ...](#)

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Interestingly I found this EXACT article verbatim in a MARKETING TEXTBOOK - Kotler and Keller, Marketing Management 14th edition, copyrighted in 2000, 03, 06, 09, 12. Since neither the text nor this article gives credit to anyone else I am wondering if ALL of these folks had exactly the same idea and example VERBATIM or if one "borrowed ...

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Essentials of MIS 12th Edition, Kenneth C. Laudon & Jane P. Laudon; Information Systems: A Manager's Guide to Harnessing Technology Version 7.0, John Gallaugher; Information Systems: A Manager's Guide to Harnessing Technology Version 6.0, John Gallaugher; 348 Marketing Management, Millenium Edition Kotler; CCS. 101

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