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Principles of Marketing, 10th Edition

By Philip Kotler, Gary Armstrong



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For the Principles of Marketing course. Ranked the #1 selling introductory marketing text, Kotler and Armstrong's Principles of Marketing provides an authoritative and practical introduction to marketing. The Tenth Edition is organized around a managing customer relationships framework that is introduced in the first two chapters, and then built upon throughout the book. Real world applications appear in every chapter and every vignette is new or has been updated. The text is complemented by an extensive ancillary package, from all new videos on VHS, online, and DVD to a new Presentation Manager CD-ROM for instructors.



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Editorial Review

Review

What reviewers are saying about Philip Kotler and Gary Armstrong's recent work (*Principles of Marketing and Marketing: An Introduction*):

"I have aggressively sought to utilize various assessment tools in my curriculum and have been very pleased with the Armstrong/Kotler support and value-added materials. I find the students often list them as "MOST HELPFUL" in course evaluations." – Temple University reviewer

"I think Kotler and Armstrong really have a tiger by the tail in emphasizing relationships as their dominant theme... Their new emphasis on relationships and the new digital age are consistent with my high-tech, high-touch approach to marketing." – Tulane University reviewer

"The authors do a superb job of covering customer value. It is certainly a conspicuous cornerstone of the book. The concept is well integrated in each chapter I that I reviewed." – University of Southern Mississippi reviewer

"The value creation underlying theme is excellent. The section on brand strategy is thorough, provides good examples, and students can relate to it." – County College of Morris reviewer

"Great idea to place positioning in with the product - FINALLY a book that did this!" – Southern New Hampshire University reviewer

"This text is one of the best overall undergraduate marketing texts I have seen, because it incorporates more real-world applications of marketing concepts than any others I have used. This text does a good job of presenting marketing theory that is based on academic literature without excessive jargon or 'lists' that students think they should memorize. The videos and cases go well with the material." – George Washington University reviewer

"The strengths of Kotler and Armstrong are that the focus is on the customer, which is very important and they define marketing in an understandable manner. I think they use excellent examples.... I am impressed."
– Montgomery Community College reviewer

"Kotler and Armstrong have stayed contemporary with everything going on in the field." – California State University, Northridge reviewer

"The authors offer appropriate organizations and marketing efforts as examples and illustrations, and they have done a superb job of accounting for the current and emerging trends in a discipline that is characterized by rapid change." – Eastern Kentucky University reviewer

"The CRM topic is given better coverage than in our present text." – Milwaukee Area Technical College, Mequon Campus reviewer

"I do applaud the authors' practice of clearly delineating chapter objectives up front, followed by a review of the objectives/concepts at the end of the chapter - I like this continuity." – University of North Florida reviewer

"Good focus on digital issues and relationships throughout the text...The content is very good...The examples are current and applicable to this age group of students." – Western Michigan University reviewer

"Segmentation is a key chapter in my course. Kotler and Armstrong are superior in their coverage of this material...I feel my students would be better off with Kotler and Armstrong's text." – Murray State University reviewer

"Kotler and Armstrong is quite refreshing, as it draws the reader into the fascinating areas of marketing via the use of real life examples right off the bat. My current text just starts by explaining theory with a few scattered examples, and many flow charts and graphs." – University of Utah reviewer

"I particularly think that Kotler and Armstrong's text is far superior to [my present text-in-use] relative to the "What is Marketing?" section in the first chapter....I love the diversity of products and companies chosen for the company examples and cases; examples of companies that all ages can relate to and that are of interest to YOUNG PROFESSIONALS. [Present text-in-use] uses too many "stereotypical" college products, not giving students credit for being interested in other than." – Texas State University reviewer

"...we might seriously take a look at Kotler and Armstrong." – University of South Alabama reviewer

Users Review

From reader reviews:

Barbara Butler:

Do you considered one of people who can't read satisfying if the sentence chained within the straightway, hold on guys this aren't like that. This Principles of Marketing, 10th Edition book is readable through you who hate those straight word style. You will find the details here are arrange for enjoyable examining experience without leaving also decrease the knowledge that want to offer to you. The writer involving Principles of Marketing, 10th Edition content conveys prospect easily to understand by lots of people. The printed and e-book are not different in the written content but it just different by means of it. So , do you even now thinking Principles of Marketing, 10th Edition is not loveable to be your top list reading book?

Scott Smith:

Spent a free time and energy to be fun activity to do! A lot of people spent their down time with their family, or their very own friends. Usually they undertaking activity like watching television, going to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Might be reading a book might be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of e-book that you should read. If you want to test look for book, may be the publication untitled Principles of Marketing, 10th Edition can be great book to read. May be it could be best activity to you.

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