

[PDF] Marketing Management (14th Edition)

Philip T. Kotler, Kevin Lane Keller - pdf download free book

Books Details:

Title: Marketing Management (14th Ed)
Author: Philip T. Kotler, Kevin Lane
Released:
Language:
Pages: 816
ISBN: 0132102927
ISBN13: 9780132102926
ASIN: 0132102927



[CLICK HERE FOR DOWNLOAD](#)

pdf, mobi, epub, azw, kindle

Description:

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice.

Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

Remaining true to its gold-standard status, the fourteenth edition includes an overhaul of new material and updated information, and now is available with mymarketinglab-Pearson's online

tutorial and assessment platform.

- Title: Marketing Management (14th Edition)
 - Author: Philip T. Kotler, Kevin Lane Keller
 - Released:
 - Language:
 - Pages: 816
 - ISBN: 0132102927
 - ISBN13: 9780132102926
 - ASIN: 0132102927
-