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About The Authors: Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha are all renowned for their expertise in marketing.

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Appropriate for capstone undergraduate and graduate courses. The first edition of Marketing Management: An Asian Perspective was published when Asia was experiencing rapid and sustained growth. In mid-1997, Asia began to suffer financial and economic troubles which quickly turned into a crisis. A major key to Asia's recovery is the further development of customer-oriented marketing.

This edition presents marketing management concepts in a traditional format and includes many real-world examples, emphasizing topics such as international marketing, ethics, cross-functional teams and quality. Integrating competitive rationality throughout the text, the book also covers strengthening customer relations by outshining the competition in customer satisfaction, finding more efficient and less costly ways to deliver the same customer benefits and service, and improving general decision making implementation skills.

This edition of the bestselling marketing management text reflects the recent trends and developments in global marketing. It provides coverage of how the World Wide Web and e-commerce are dramatically altering the marketing landscape.

This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

Description For Principles of Marketing courses that require a comprehensive text. Help students learn how to create value through customer connections and engagement In a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. The Principles of Marketing, An Asian Perspective provides an authoritative, comprehensive, innovative, managerial, and practical introduction to the fascinating world of marketing in and from Asia. It helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers in Asia who make products and brands an integral part of their daily lives. To help students in Asia understand how to create value and build customer relationships, the Asian Perspective presents fundamental marketing information within an innovative customer-value framework. This textbook makes learning about and teaching Asian marketing easier and more exciting for both students and instructors by providing a variety of vignettes, up-to-date corporate examples, and relevant case studies.

This is one of the first books to probe deeply into the art and science of branding industrial products. The book comes at a time when more industrial companies need to start using branding in a sophisticated way. It provides the concepts, the theory, and dozens of cases illustrating the successful branding of industrial goods. It offers strategies for a successful development of branding concepts for business markets and explains the benefits and the value a business, product or service provides to industrial customers. As industrial companies are turning to branding this book provides the best practices and hands-on advice for B2B brand management.

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