

Librería  
**Bonilla y Asociados**  
desde 1950



**Título:** Marketing Management

**Autor:** Kotler / Keller

**Precio:** \$746.00

**Editorial:**

**Año:** 2008

**Tema:**

**Edición:** 13ª

**Sinopsis**

**ISBN:** 9780136009986

Kotler/Keller is the gold standard in the marketing management discipline because it continues to reflect the latest changes in marketing theory and practice.

Topics covered include brand equity, customer value analysis, database marketing, e-commerce, value networks, hybrid channels, supply chain management, segmentation, targeting, positioning, and integrated marketing communications.

For marketing professionals who place special emphasis to creativity and imagination in marketing management