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Título: Marketing: An Introduction

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Precio: \$2752.00

Editorial:

Año: 2010

Tema:

Edición: 10ª

Sinopsis

ISBN: 9780136102434

This best-selling, brief text introduces marketing through the lens of creating value for customers.

Today's marketing is about creating customer value and building profitable customer relationships. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value_creating it and capturing it_drives every effective marketing strategy.

The tenth edition features a new learning design and integration with mymarketinglab, Pearson's online homework and personalized study tool.