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Principles of Marketing: European Edition: Kotler, Philip ...

Second European Edition, 569 pages Author(s): Philip Kotler, Gary Armstrong, John Saundres, Veronica Wong. ISBN13: ... Principles of Marketing KOTLER/ ARMSTRONG: 14th edition (Kindle Edition) Published October 6th 2017 Kindle Edition, 2,209 pages Author(s): Philip Kotler ...

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Editions of Principles of Marketing by Philip Kotler

Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School, University of North Carolina

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