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# Marketing: An Introduction (12th Edition)



GARY ARMSTRONG | PHILIP KOTLER



## Synopsis

**Marketing: An Introduction** is intended for use in undergraduate Principles of Marketing courses. It is also suitable for those interested in learning more about the fundamentals of marketing. This best-selling, brief text introduces marketing through the lens of creating value for customers. 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 Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies. **MyMarketingLab for Marketing: An Introduction** is a total learning package. **MyMarketingLab** is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience for you and your students.

**Improve Results with MyMarketingLab:** **MyMarketingLab** delivers proven results in helping students succeed and provides engaging experiences that personalize learning. **Guide Student Learning:** The text's active and integrative “Road to Learning Marketing” presentation helps students learn, link, and apply major concepts.

**Encourage Students to Apply Concepts:** A practical marketing-management approach provides in-depth, real-life examples and stories that engage students with basic marketing concepts and bring the marketing journey to life.

**Cover New Marketing Trends and Technology:** Every chapter of this edition features revised and expanded discussions on the explosive impact of exciting new marketing technologies. **Note:** You are purchasing a standalone product; **MyMarketingLab** does not come packaged with this content. If you would like to purchase both the physical text and **MyMarketingLab** search for ISBN-10:

0133763528/ISBN-13: 9780133763522. That package includes ISBN-10: 0133451275/ISBN-13: 9780133451276 and ISBN-10: 0133455122/ISBN-13: 9780133455120. **MyMarketingLab** is not a self-paced technology and should only be purchased when required by an instructor. **Note:**

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## Book Information

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## Customer Reviews

As a team, Gary Armstrong and Philip Kotler provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Armstrong is an award-winning teacher of undergraduate business students. Professor Kotler is one of the world's leading authorities on marketing. Together they make the complex world of marketing practical, approachable, and enjoyable.

Ã Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds an undergraduate degree and a master's degree in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many companies on marketing research, sales management, and marketing strategy.

Ã But Professor Armstrong's first love has always been teaching. His long-held Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-Flagler's undergraduate program. His administrative posts have included Chair of Marketing, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and many others. Through the years, he has worked closely with business student groups and has received several campus-wide and Business School teaching awards. He is the only repeat recipient of the school's highly regarded Award for Excellence in Undergraduate Teaching, which he received three times. Most recently, Professor Armstrong received the UNC Board of Governors Award for Excellence in Teaching, the highest teaching honor bestowed by the 16-campus University of North Carolina system.

Ã Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.

He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of Marketing Management (Pearson Prentice Hall), now in its 14th edition and the world's most widely used marketing textbook in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the Journal of Marketing. Professor Kotler was named the first recipient of four major awards: the Distinguished Marketing Educator of the Year Award and the William L. Wilkie "Marketing for a Better World" Award, both given by the American Marketing Association; the Philip Kotler Award for Excellence in Health Care Marketing presented by the Academy for Health Care Services Marketing; and the Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice. His numerous other major honors include the Sales and Marketing Executives International Marketing Educator of the Year Award; the European Association of Marketing Consultants and Trainers Marketing Excellence Award; the Charles Coolidge Parlin Marketing Research Award; and the Paul D. Converse Award, given by the American Marketing Association to honor "outstanding contributions to science in marketing." A recent Forbes survey ranks Professor Kotler in the top 10 of the world's most influential business thinkers. And in a recent Financial Times poll of 1,000 senior executives across the world, Professor Kotler was ranked as the fourth "most influential business writer/guru" of the twenty-first century. Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and international marketing. He has traveled and lectured extensively throughout Europe, Asia, and South America, advising companies and governments about global marketing practices and opportunities.

I bought the book for college so it's not like I bought it for enjoyment. As far as the material in the book, it seems pretty straightforward which is always a plus especially, when some textbooks feel like you're trying to decode world secrets (didn't find it super interesting lol)

Got this for my basic Marketing class, my teacher uses the powerpoints from the textbook maker so everything is pretty much the same content wise. Some problems she gives aren't found in the powerpoint so the textbook does help. Has great cases and easy to understand language. I actually

really like it considering its a textbook

I enjoyed studying from this book, and I could tell my professor did too. There are many examples that are provided to give an idea of how the concepts are applied outside of the classroom. The study questions help better understand the concepts and how you may apply them in a given situation.

Excellent customer service. The book is great. I have no problems recommending service to a friend. Thank for your follow up survey. But you almost required to many words to complete take one or two sentences maybe more people will participate

The book didn't have a binding. It was pages attached by a ring on the top. Some pages were missing, and others were ripped to the point the they fell out just by flipping the page.

This is a really good book for introducing Marketing for students and to people who just want to learn. The text in this book is rich with information, very easily understood and with up-to-date information on companies that thrive because of their marketing strategies. The language used on this textbook is very straight forward and sometimes even humorous. It's like the author's having coffee with you. Very good book! The shipping was right on time from the seller and the product description was also right.

too much high lighted paragraphs.

I am currently enrolled in a Marketing class in college, this book contains a lot of valuable information. I recommend purchasing the book because it will definitely give you a viable understanding of marketing.

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