



Marketing Management (13th Edition) (Chinese Edition)

Philip kotler, Kevin lane keller

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Marketing Management (13th Edition) reiterates the concept of holistic marketing proposed in the previous edition. The new concept, synthesizing and reinforcing internal marketing, integrated marketing, relationship marketing and performance marketing, introduces a brand new way of thinking for marketers: a company must put its customers first, exert the utmost and coordinate the marketing function of its departments and administrations (internal marketing) to organize, design and coordinate all the marketing activities and plans so as to create value for its customers in the process of maximizing overall effect (integrated marketing); the company also benefits from its long-term relationships with customers and other interest groups (relationship marketing); the company shall view marketing as an investment in customers, and shall measure its return and effect on customer value; and the company shall pay extensive attention to the influence of marketing on laws, ethics, society and environment (performance marketing). Divided into 22 chapters in eight sections, the book elaborates on the understanding of marketing management, observation of market, close relationship with customers, development of a strong brand, exploring market supply, value delivery, value communication and successful realization of long-term growth.

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