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MARKETING MANAGEMENT

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Latest Edition Of Philip Kotler Marketing Management

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Principles of Marketing Philip Kotler, Gary Armstrong, Lloyd C. Harris, Hongwei He, 2019 Philip Kotler is S. C. Johnson Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management Northwestern University. 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. Lloyd C. Harris is Head of the Marketing Department and Professor of Marketing at Birmingham Business School University of Birmingham. His research has been widely disseminated via a range of marketing strategy retailing and general management journals. Hongwei He is Professor of Marketing at Alliance Manchester Business School University of Manchester and as Associate Editor for Journal of Business Research.

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