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Principles of Marketing: Authors: Philip Kotler, Gary Armstrong, Veronica Wong, John Saunders: Edition: illustrated: Publisher: Financial Times Prentice Hall, 2008: ISBN: 0273711563, 9780273711568: Length: 1020 pages : Export Citation: BIBTeX EndNote RefMan

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Professor Armstrong is an award-winning teacher of undergraduate business students. Together they make the complex world of marketing practical, approachable, and enjoyable. 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 PhD at M.I.T., both in economics.

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