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Autore	Kotler Philip
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Note generali	Includes index.
Nota di contenuto	Cover -- Dedication -- About the Authors -- Brief Contents -- Contents -- Preface -- Acknowledgments -- Part 1: Defining Marketing and the Marketing Process -- Chapter 1: Marketing: Creating Customer Value and Engagement -- What is Marketing? -- Marketing Defined -- The Marketing Process -- Understanding the Marketplace and Customer Needs -- Customer Needs, Wants, and Demands -- Market Offerings-Products, Services, and Experiences -- Customer Value and Satisfaction -- Exchanges and Relationships -- Markets -- Designing a Customer Value-Driven Marketing Strategy -- Selecting Customers to Serve -- Choosing a Value Proposition -- Marketing Management Orientations -- Preparing an Integrated Marketing Plan and Program -- Building Customer Relationships -- Customer Relationship Management -- Engaging Customers -- Partner Relationship Management -- Capturing Value from Customers -- Creating Customer Loyalty and Retention -- Growing Share of Customer -- Building Customer Equity -- The Changing Marketing Landscape -- The Digital Age: Online, Mobile, and Social Media Marketing -- The Changing Economic Environment -- The Growth of Not-for-Profit Marketing -- Rapid Globalization -- Sustainable Marketing-The Call for More Environmental and Social Responsibility -- So, What is Marketing? Pulling It All Together -- Objectives Review and Key Terms -- Objectives Review -- Key Terms -- Discussion and Critical Thinking -- Discussion Questions -- Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing Retro:

Console -- Marketing Ethics: Extreme Baby Monitoring -- Marketing by the Numbers: Consumers Rule! -- Video Case: Zappos -- Company Case: Abou Shakra Restaurant: Creating Customer Value the Old-Fashioned Way.

Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships -- Company-Wide Strategic Planning: Defining Marketing's Role -- Defining a Market-Oriented Mission -- Setting Company Objectives and Goals -- Designing the Business Portfolio -- Planning Marketing: Partnering to Build Customer Relationships -- Partnering with Other Company Departments -- Partnering with Others in the Marketing System -- Marketing Strategy and the Marketing Mix -- Customer Value-Driven Marketing Strategy -- Developing an Integrated Marketing Mix -- Managing the Marketing Effort -- Marketing Analysis -- Marketing Planning -- Marketing Implementation -- Marketing Department Organization -- Marketing Control -- Measuring and Managing Marketing Return on Investment -- Objectives Review and Key Terms -- Objectives Review -- Key Terms -- Discussion and Critical Thinking -- Discussion Questions -- Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing: Twitter Peaked? -- Marketing Ethics: Predicting the Future -- Marketing by the Numbers: McDonald's vs. Burger King -- Video Case: OXO -- Company Case Dyson: Solving Customer Problems in Ways They Never Imagined -- Part 2: Understanding the Marketplace and Customer Value --

Chapter 3: Analyzing the Marketing Environment -- The Microenvironment -- The Company -- Suppliers -- Marketing Intermediaries -- Competitors -- Publics -- Customers -- The Macroenvironment -- The Demographic Environment -- The Economic Environment -- The Natural Environment -- The Technological Environment -- The Political and Social Environment -- The Cultural Environment -- Responding to the Marketing Environment -- Objectives Review and Key Terms -- Objectives Review -- Key Terms -- Discussion and Critical Thinking -- Discussion Questions. Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing: Social Data -- Marketing Ethics: Your Insurance Renewal Notice Could Be a Trap -- Marketing by the Numbers: Tiny Markets -- Video Case: Ecoist -- Company Case: Sony: Battling the Marketing Environment's "Perfect Storm" -- Chapter 4: Managing Marketing Information to Gain Customer Insights -- Marketing Information and Customer Insights -- Marketing Information and Today's "Big Data" -- Managing Marketing Information -- Assessing Marketing Information Needs -- Developing Marketing Information -- Internal Data -- Competitive Marketing Intelligence -- Marketing Research -- Defining the Problem and Research Objectives -- Developing the Research Plan -- Gathering Secondary Data -- Primary Data Collection -- Implementing the Research Plan -- Interpreting and Reporting the Findings -- Analyzing and Using Marketing Information -- Customer Relationship Management and Mining Big Data -- Distributing and Using Marketing Information -- Other Marketing Information Considerations -- Marketing Research in Small Businesses and Nonprofit Organizations -- International Marketing Research -- Public Policy and Ethics in Marketing Research -- Objectives Review and Key Terms -- Objectives Review -- Key Terms -- Discussion and Critical Thinking -- Discussion Questions -- Critical Thinking Exercises -- Minicases and Applications -- Online, Mobile, and Social Media Marketing: Online Snooping -- Marketing Ethics: Research Ethics -- Marketing by the Numbers: What's Your Sample? -- Video Case: Domino's -- Company Case Oracle: Getting a

Grip on Big Data -- Chapter 5: Consumer Markets and Buyer Behavior -- Model of Consumer Behavior -- Characteristics Affecting Consumer Behavior -- Cultural Factors -- Social Factors -- Personal Factors -- Psychological Factors.

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Help students learn how to create customer value and engagement In a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Thoroughly revised to reflect the major trends impacting contemporary marketing, this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities. MyMarketingLab not included. Students, if MyMarketingLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyMarketingLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyMarketingLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. Also available with MyMarketingLab This title is also available with MyMarketingLab-an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Hands-on activities and exercises enable students to better understand and master course concepts, and the skills required to be successful marketers today. Please note that the product you are purchasing does not include MyMarketingLab. MyMarketingLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyMarketingLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyMarketingLab to accelerate your learning? You need both an access card and a course ID to access MyMarketingLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyMarketingLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyMarketingLab (ISBN: 9781292092591) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to www.MyMarketingLab.com to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit www.pearsoned.co.uk/relocator.
