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	Nota di contenuto	Cover -- Title Page -- Copyright Page -- Brief Contents -- Contents -- Preface -- Acknowledgments -- Part 1 Defining Marketing and the Marketing Process -- Chapter 1 Marketing: Creating Customer Value and Engagement -- Chapter Road Map -- Objective Outline -- Previewing the Concepts -- First Stop: Emirate's Customer-Value Driven Marketing -- 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 -- Engaging Customers and Managing Customer Relationships -- Customer Relationship Management -- Marketing at Work 1.1: Amazon: Delighting Customers and Delivering Satisfying Online Customer Experiences -- Engaging Customers -- Customer Engagement and Today's Digital and Social Media -- Consumer-Generated Marketing -- 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 -- Marketing at Work 1.2: Facebook: Real-Time Marketing

-- The Nature and Characteristics of a Service -- Marketing Strategies for Service Firms -- The Service Profit Chain -- Marketing at Work 7.1: HSBC: Taking Care of Those Who Take Care of the Customer -- Branding Strategy: Building Strong Brands -- Brand Equity and Brand Value -- Building Strong Brands.
Managing Brands.

Sommario/riassunto	For undergraduate courses on the Principles of Marketing. An Introduction to the World of Marketing Using a Proven, Practical, and Engaging Approach Marketing: An Introduction shows students how customer value-creating it and capturing it-drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package. The Thirteenth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. 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.