



## Synopsis

Marketing: An Introduction is intended for use in undergraduate Principles of Marketing courses. It is also suitable for those interested in learning more about the fundamentals of marketing. This best-selling, brief text introduces marketing through the lens of creating value for customers. With engaging real-world examples and information, Marketing: An Introduction shows students how customer value “creating it and capturing it” drives every effective marketing strategy. The Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies. MyMarketingLab for Marketing: An Introduction is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams “resulting in better performance in the course” and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience “for you and your students. Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Guide Student’s Learning: The text’s active and integrative “Road to Learning Marketing” presentation helps students learn, link, and apply major concepts. Encourage Students to Apply Concepts: A practical marketing-management approach provides in-depth, real-life examples and stories that engage students with basic marketing concepts and bring the marketing journey to life. Cover New Marketing Trends and Technology: Every chapter of this edition features revised and expanded discussions on the explosive impact of exciting new marketing technologies. Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133763528/ISBN-13: 9780133763522. That package includes ISBN-10: 0133451275/ISBN-13: 9780133451276 and ISBN-10: 0133455122/ISBN-13: 9780133455120. MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. Note: MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

## Book Information

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## Customer Reviews

I use this textbook to teach about 1,500 students per year in my courses. I find the book to be well-written and interesting. More importantly, \*many\* students tell me that enjoy reading the book. (I can tell you that it is rare to have students providing positive feedback on textbooks that are required reading). Armstrong and Kotler are leaders in the field, and their hardcover book holds the largest market share among U.S. universities. Books don't make it to the 10th edition (or 5th for paperback) w/o being good!

This book says it is an introduction to marketing but it seems very comprehensive. I am more than halfway through the book and have found this book difficult to read. The author goes to great lengths to describe in very non-specific terms concepts that are not that complex and seems overly wordy IMHO. Also this is a large softcover book, therefore it is very floppy and does not lay easily on your lap or holding it in your hands. If you don't have a desk or table to set this on, you will battle this book while reading it.

I have to say, I'm pretty surprised by the 3 star reviews here. This is one of the best textbooks I've ever had to deal with. The book does not seem too fact-heavy at all; it moves through the chapters at an almost conversational pace. It is very well written and pretty entertaining in my opinion. I would open this book to do the assigned reading and find myself reading a segment completely unrelated to the assignment because I was genuinely interested in what it was saying. This book also seems very up-to-date. I was surprised by some of the examples the book references because it feels as if they'd only happened yesterday. I suppose this review doesn't really matter because if this is the book your professor chose, you don't really have the luxury of choice. So I guess I'll just end on the note that I really enjoyed this book, and I think that you will, too.

I was perfectly happy until I realized that the pages jump from 212 to 261!!! I missing parts of Chapter 7, all of Chapter 8, and a part of Chapter 9. I don't have time to send it back and all that jazz. I will not be purchasing from this person again. This was an important text for me.

I bought this for a marketing class I am taking during the summer. The 10th edition is WAY cheaper than buying the new edition and has the same information. This book is a really easy read and the price was amazing! I really enjoy the class and am happy to have saved hundreds of dollars on the supplementary material. I would recommend buying school books at the lowest price possible!

Great marketing book, even if I didn't have to read it for my class I would have felt that I missed out by not at least skimming it through. Very intriguing and interesting examples of the choices that we make every day and how manufacturers choose which decisions we make to target how things are advertised. I usually hate text books, but this one is a keeper.

The content of the book is great. If I bought a dead trees version it would be five stars. Unfortunately, it's not just a Kindle, it's a Kindle Print Replica. You can't read it on iOS or Cloud Reader, and it crashes Kindle Reader for PC and Mac. I spent 6 hours with a Kindle Specialist trying to fix the issue, but finally she gave up. You probably won't read about issues with the Kindle Print Replicas on Help Forums, but there is plenty of information available elsewhere. Too bad has chosen to cover up the problem instead of fixing it.

Kotler and Armstrong always produce lucid, succinct books on Marketing and Marketing Management. As a lecturer in the Business/Management area, I use these books in the course of my work. The content is good, with a lot of diagrams and flow charts, and the case studies are many, which isn't a bad thing, as it puts some of the principles into a realistic context. As for being boring - well, it's a text book!!! I'm sure there will be an 'Idiot's Guide to Marketing' out soon, which may satisfy the more facile of readers.

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