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Test bank Principles Marketing 13th Kotler & Armstrong. Chapter 1: Marketing: Creating and Capturing Customer Value. 1) All of the following are accurate descriptions of modern marketing, EXCEPT which one? A) Marketing is the creation of value for customers. B) Marketing is managing profitable customer relationships.

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A) Marketing is the creation of value for customers. B) Marketing is managing profitable customer relationships. C) Selling and advertising are synonymous with marketing. D) Marketing involves satisfying customers needs.

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6 PRINCIPLES OF MARKETING. production orientation A belief that the way to compete is a function of product innovation and reducing production costs, as good products appropriately priced sell themselves. production era A period beginning with the Industrial Revolution and concluding in the 1920s in

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Principles of Marketing, helps students understand how to create value, build customer relationships and master key marketing challenges. The the8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing. Packed with examples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

This book is not available as a print inspection copy. To download an e-version click here or for more information contact your local sales representative. Get 12 months FREE access to an interactive eBook when purchasing the paperback\* Previous edition winner of the British Book Design and Production Award for "Best Use of Cross Media 2014" This easy to use resource allows students to switch from digital to the print text and back again, opening windows to the world of marketing through cases that are vibrant and engaged, links that allow students to explore topics in more detail and content to encourage relating theory to practice. Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers that has profound implications for the way marketing operates and students learn, the 4th edition demystifies key technologies and terminology, demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice. The new edition welcomes a new 3rd author and has been fully updated to include: 31 New case studies (including 5 new end of chapter and 26 new ' focus boxes ' ), featuring a greater number of case studies from digital/social media marketing, Uber and the sharing economy, Google and crowdsourcing and Amazon ' s drone delivery service. Even more content on digital marketing integrated throughout, including key issues such as social media, mobile marketing, co-creation, cutting edge theory. A fully updated and streamlined interactive eBook led by student feedback. Focus boxes throughout the text such as Global, Consumer, B2B and Ethical - all with a greater emphasis on digital communication - reinforce key marketing trends and relate theory to practice. Each chapter also ends with a case study revolving around topics, issues and companies that students can relate to such as Taylor Swift taking on Spotify. The new edition comes packed with features that can be used in class or uploaded onto a course management system and which students can use in their own self-directed study. Furthermore, the book is complemented by a FREE interactive eBook with access to web links, video links, SAGE journal articles, MCQ ' s, podcasts and flashcards, allowing access on the go and encouraging learning and retention whatever the learning style. Suitable as core reading for undergraduate marketing students. \*Interactivity only available through VitalSource eBook included as part of paperback product (ISBN 9781526426321). Access not guaranteed on second-hand copies (as access code may have previously been redeemed).

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Since 1969, Philip Kotler's marketing text books have been read as the marketing gospel, as he has provided incisive and valuable advice on how to create, win and dominate markets. In KOTLER ON MARKETING, he has combined the expertise of his bestselling textbooks and world renowned seminars into this practical all-in-one book, covering everything there is to know about marketing. In a clear, straightforward style, Kotler covers every area of marketing from assessing what customers want and need in order to build brand equity, to creating loyal long-term customers. For business executives everywhere, KOTLER ON MARKETING will become the outstanding work in the field. The secret of Kotler's success is in the readability, clarity, logic and precision of his prose, which derives from his vigorous scientific training in economics, mathematics and the behavioural sciences. Each point and chapter is plotted sequentially to build, block by block, on the strategic foundation and tactical superstructure of the book.

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