



MANAGEMENT
MANIA

Principles of Marketing

Today's marketing challenge is to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. To help readers understand how to create value and gain loyal customers, **Principles of Marketing** presents fundamental marketing information in a comprehensive format, organized around an innovative customer-value framework.

The fourteenth edition includes coverage on sustainability and a focus on marketing in today's challenging economic climate.

Other information and sources (International)

» [Amazon.com](https://www.amazon.com)