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Summary Principles of Marketing - Philip Kotler, Gary Armstrong. University. University of New South Wales. Course. Marketing Fundamentals (MARK1012) Book title Principles of Marketing; Author. Philip Kotler; Gary Armstrong; Valerie Trifts; Peggy H. Cunningham. Academic year. 2016/2017

### **Summary Principles of Marketing - Philip Kotler, Gary ...**

Armstrong/Kotler is the first book to frame marketing through the new definition of marketing with the customer at the center. In this framework, we still introduce the 4Ps that are the foundation of marketing but we place it in context with current marketing thought that centers around the customer.

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