



Framework for Marketing Management: Integrated PharmaSim Simulation Experience (4th Edition)

Philip Kotler, Kevin Keller, Interpretive Simulations

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Framework for Marketing Management is a concise adaptation of the gold standard marketing management textbook for professors who want authoritative coverage of current marketing management practice and theory, but who want the flexibility to add outside cases, simulations, or projects.

Development of marketing strategies, market demand and environments, creating customer value, analysis of consumer markets, market segmentation, brand loyalty, the Product Life Cycle, managing mass communication, and marketing management in the global economy.

This text is for companies, groups, and individuals who want to adapt their marketing strategies and management to the marketplace of the twenty-first century.

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