



## Marketing Management: First European Edition

*By Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen*

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*The first European edition of Marketing Management* reinvigorates this classic text by exploring the challenges 21st century marketing managers face.

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## **Editorial Review**

From the Back Cover

### **Praise for the First European Edition of *Marketing Management***

“This is a much longed-for edition of the classic *Marketing Management*. The European co-authors have done a committed job to adapt the text – not an easy task which requires balanced judgment and wisdom. A large number of cases have been skilfully selected to make European students feel at home. The theoretical framework is basically unchanged but has been supplemented with seminal contributions from Europe.”

***Professor Evert Gummesson, Stockholm University School of Business, Sweden***

“The scope and range of marketing continues to move at a pace in today’s modern world. This textbook demonstrates admirably this scope and range of concepts and issues which students of marketing must prepare and perform against. This text examines traditional aspects of marketing and blends these with modern and future concepts. At the same time it bridges the Atlantic in perspective with excellent examples of interest to all marketers. Students studying marketing will do well to make this a must read.”

***Professor David Carson, Ulster Business School, University of Ulster***

“An excellent up-to-date, comprehensive and broadly structured text. This book represents a serious attempt to adapt Kotler’s ideas to the wider views of the marketing world, not the reverse, from Nordic relationships and Chinese guanxi to French post-modernism.”

***Michael Saren, BA, PhD, Professor of Marketing, University of Leicester, England***

“*Marketing Management* exhibits all the qualities of a true marketing classic: accessibility, state-of-the-art overviews, theoretical rigour and managerial relevance. This multi-purpose textbook is a ‘must-have’ for academics and practitioners.”

***Martin Wetzels, Professor of Marketing and Supply Chain Research, Maastricht University, The Netherlands***

“The first European edition of the seminal work *Marketing Management* is a welcome addition to the growing body of work in this important discipline. The authors have recognised the strong contribution of European academics to relationship marketing, as well as recent developments in the service dominant logic, digital marketing, and marketing metrics. This will become a standard text for both undergraduate and postgraduate marketing programmes across the continent.”

***Professor Graham Hooley, Deputy Vice-Chancellor, Aston University***

“The first European edition of *Marketing Management* provides students and practitioners of marketing with an innovative perspective on the classic American original. This outstanding book synthesises contemporary marketing thought, presents fresh European examples and illustrates the need to stay alert in a continuously changing society.”

***Karin M. Ekström, Professor in Marketing, University of Borås, Sweden***

### **About the Author**

Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern

University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing. He also acts as a consultant to many major multinationals and has lectured extensively in Asia and North America. Hermawan Kartajaya is Leading Service Officer of MarkPlus & Co., a strategy consulting firm in Indonesia. He is also the President of Asia-Pacific Marketing Federation (APMF, 1998-2000) and the Vice-Chairman of the World Marketing Association (WMA, 1999-2000). His Sustainable Marketing Enterprise model provides the foundation for building both sustainable economies and companies. He has helped many leading Asian companies create sustainable strategies in the past decade. Additional case studies were contributed by Michael Alan Hamlin, author of The New Asian Corporation and managing director of Team Asia, a business consulting group and speaker's bureau.

## **Users Review**

### **From reader reviews:**

#### **Christine Willis:**

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