

# [PDF] Marketing Management (15th Edition)

Philip T. Kotler, Kevin Lane Keller - pdf download free book

---



#### Books Details:

Title: Marketing Management (15th Ed)  
Author: Philip T. Kotler, Kevin Lane  
Released:  
Language:  
Pages: 832  
ISBN: 0133856461  
ISBN13: 9780133856460  
ASIN: 0133856461

[CLICK HERE FOR DOWNLOAD](#)

---

pdf, mobi, epub, azw, kindle

#### Description:

**NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0134058496/ISBN-13: 9780134058498 . That package includes ISBN-10: 0133856461/ISBN-13: 9780133856460 and ISBN-10: 0133876802/ISBN-13: 9780133876802.**

*For undergraduate and graduate courses in marketing management.*

**The gold standard for today's marketing management student.**

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice.

The world of marketing is changing everyday—and in order for students to have a competitive edge, they need a textbook that reflects the best of today's marketing theory and practices. **Marketing Management** is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

The **Fifteenth edition** is fully integrated with MyMarketingLab and is updated where appropriate to provide the most comprehensive, current, and engaging marketing management text as possible.

**Also available with MyMarketingLab™**

MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

---

- Title: Marketing Management (15th Edition)
  - Author: Philip T. Kotler, Kevin Lane Keller
  - Released:
  - Language:
  - Pages: 832
  - ISBN: 0133856461
  - ISBN13: 9780133856460
  - ASIN: 0133856461
-