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Philip Kotler, Gary Armstrong, Lloyd C. Harris, Nigel Piercy
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Principles of Marketing Seventh European Edition Philip Kotler, Gary Armstrong, Lloyd C. Harris and Nigel Piercy
The goal of every marketer is to create more value for customers. The authors of this new European Edition have aimed to create more value for the reader by building on a classic marketing text with its well-established customer-value framework and complementing it with an emphasis throughout the book on sustainable marketing, measuring and managing return on marketing, marketing technologies and marketing around the world. To help bring marketing to life this book is filled with interesting examples and stories about real companies, such as Amazon, Google, Uber, ASOS and Lego and their marketing practices. This is the place to go for the freshest and most

authoritative insights into the increasingly fascinating world of marketing. Philip Kotler is S. C. Johnson Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. Lloyd C. Harris is Head of Department and Professor of Marketing at Birmingham Business School, University of Birmingham. His research has been widely disseminated via a range of marketing, strategy, retailing and general management journals. Nigel Piercy, was formerly Professor of Marketing Strategy, and Associate Dean, at Warwick Business School. He is now a consultant and management writer. Recent publications include Marketing Strategy and Competitive Positioning, 6th ed. (with Graham Hooley, Brigitte Nicoulaud and John Rudd) published by Pearson in 2016.