



Principles of Marketing: Global and Southern African Perspectives

By Kotler, Armstrong, Tait, Beneke, Bhowan, Blake, Botha, Cassim, de Jager, Frey, George, Golenstaneh, Human, Ramille, Roberts-Lombard, Rootman, Rugimbana, van Zyl, Vigar-Ellis and Wait

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Retaining the solid theoretical foundation of the international edition, this text helps students understand the complex marketing environment in which Southern African firms operate. A team of academics has adapted the text by integrating recent South African research, data, examples and case studies. This edition retains the practical, approachable and accessible style of the original text, which makes for an engaging and informative book. Its content coverage, while broad, is also in-depth, and it skillfully integrates both local and global examples.

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Editorial Review

About the Author

Philip Kotler is the SC Johnson & Son Distinguished Professor of international marketing at the Kellogg Graduate School of Management, Northwestern University. He received his Master's degree at the University of Chicago and his PhD at MIT, both in economics. Dr Kotler is the author of *Marketing Management*, now in its thirteenth edition and the world's most widely used marketing textbook in graduate schools of business. He has authored dozens of other successful books and has written more than 100 articles in leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. He has consulted with many major US and international companies in the areas of marketing strategy and planning, marketing organization and international marketing. He has travelled extensively throughout Europe, Asia and South America, advising companies and governments about global marketing practices and opportunities. Gary Armstrong is the Crist W Blackwell Distinguished Professor of Undergraduate Education at the Kenan-Flagler Business School, University of North Carolina. He holds undergraduate and Master's degrees in business from Wayne State University and he received his PhD in marketing from Northwestern University. Dr Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many companies on marketing research, sales management and marketing strategy. Madéle Tait is an associate professor in the Department of Marketing Management at the Nelson Mandela Metropolitan University. Her areas of expertise include customer relationship management, marketing management and services marketing. She is the editor of the South African Edition.

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