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# Principles of Marketing

FIFTEENTH EDITION

Philip Kotler • Gary Armstrong



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# Principles Of Marketing 15 Edition

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Brown, Helen E. Wessells**

## **Principles Of Marketing 15 Edition:**

Principles of Marketing Philip Kotler, Gary Armstrong, 2013-01-11 Today's marketing challenge is to create vibrant interactive communities of consumers who make products and brands a part of their daily lives To help students understand how to create value and gain loyal customers Principles of Marketing presents fundamental marketing information in a comprehensive format organized around an innovative customer value framework New coverage in every chapter of this edition shows how companies and consumers are dealing with marketing and today's uncertain economy Starting with a major new section in Chapter 1 and continuing with new sections discussions and examples integrated throughout the text this edition shows how marketers must focus on creating customer value and sharpen their value propositions to serve the needs of today's more frugal consumers Principles of Marketing 15th Edition , Marketing and the Customer Value Chain Thomas Fotiadis, Dimitris Folinas, Konstantinos Vasileiou, Aggeliki Konstantoglou, 2022-02-28 Marketing and supply chain management have a symbiotic relationship within any enterprise and together they are vital for a company's viability and success This book offers a systemic approach to the integration of marketing and supply chain management It examines the strategic connections and disconnections between supply chain and operations management and marketing by focusing on the factors that constitute the extended marketing mix including product price promotion people and processes Key aspects of supply chain management are discussed in detail including material handling unit load handling systems and equipment as well as warehousing and transportation design and packaging The book then goes on to explore the marketing functions of intangible products services followed by a focus on B2B markets Throughout there is a strong emphasis on the optimization and maximization of the value chain through the development of a systems approach with a market orientation Pedagogy that translates theory to practice is embedded throughout including theoretical mini cases chapter by chapter objectives and summaries Marketing and the Customer Value Chain will help advanced undergraduate and postgraduate students appreciate how front end marketing can interface with the back end operations of supply chain management

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Letizia Affinito, John Mack, 2016-03-03 Socialize Your Patient Engagement Strategy makes the case for a fundamentally new approach to healthcare communication one that mobilizes patients healthcare professionals and uses new media to enable gathering sharing and communication of information to achieve patient centricity and provide better value for both organizations in terms of profit and patients in terms of better service and improved health Letizia Affinito and John Mack focus on three priority areas for actions Improving Health Literacy e.g. web sites targeted mass digital campaigns Improving Self care e.g. self management education self monitoring self treatment Improving Patient Safety e.g. adherence to treatment regimens equipping patients for safer selfcare The authors explain the healthcare context to the digital communications revolution the emerging digital marketing and communications techniques that enable this revolution and the core elements behind a patient driven digital strategy Drawing on the authors research and consulting practices as well as on the practical experience of managers in medium large companies worldwide the book provides a proven framework for improving the development and implementation of patient centered digital communication programs in healthcare organizations It is an engaging how to how not to book which includes tips advice and critical reviews that every stakeholder dealing with the healthcare system must have in order to participate in the evolving healthcare system and be more active in making strategic patient centered choices Socialize Your Patient Engagement Strategy includes interviews with experts and leading case histories of successful digital communication programs in the healthcare arena While there are books that focus on specific healthcare communicators within different types of organizations in their book the authors recognize that effective patient centric communication crosses all organizational boundaries

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