

# PRINCIPLES OF MARKETING

Fifth European Edition



Philip Kotler  
Gary Armstrong  
Veronica Wong  
John Saunders



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# The Marketing Fifth Edition

**Chartered Institute of Marketing**

## **The Marketing Fifth Edition:**

The Marketing Book Michael Baker, 2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice. Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer. In particular the Marketing Book now broaches the following new topics: Channel management, management of the supply chain, Customer Relationship Management, Direct marketing, E-marketing, Integrated marketing communications, measurement of marketing effectiveness, Postmodern and retro marketing, Relationship marketing, Retailing. Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field. It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing.

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