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Kotler, P. and Armstrong, G. (2012) Principles of Marketing. 14th Edition, Pearson Education Limited, Essex, England.

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Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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Kotler, P & Armstrong, G 2011, Principles of Marketing. 14th edn, Prentice Hall.