

PEARSON CANADA PROUDLY PRESENTS

Principles of Marketing

9th Canadian Edition with MyMarketingLab

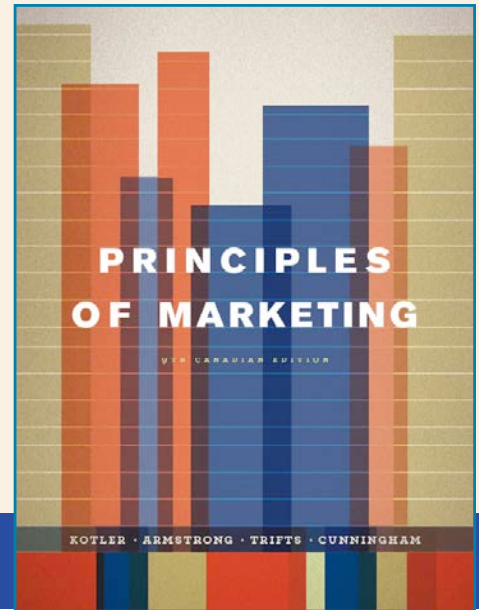
Philip Kotler, *Northwestern University*

Gary Armstrong, *University of North Carolina*

Valerie Trifts, *Dalhousie University*

Peggy Cunningham, *Dalhousie University*

ISBN: 978-013-325783-0



Available February 2013!

“Quality without question! Kotler is an indispensable resource for Canadian students”

For eight editions, *Principles of Marketing* has been recognized as the gold standard of Marketing texts due to its accessibility and breadth—it covers all of the key concepts of marketing built from its five major value themes:

- Creating value for customers
- Building and managing strong, value-creating brands
- Measuring and managing return on marketing
- Harnessing new marketing technologies
- Sustainable marketing around the globe

Principles of Marketing is fully integrated with MyMarketingLab, a fully customizable online and homework platform that delivers highly personalized study paths, responsive learning tools, and real-time evaluation and diagnostics.

MyLab products give educators the ability to move each student toward the moment that matters most—the moment of true understanding and learning.

Table of Contents

Part 1: Defining Marketing and the Marketing Process

Chapter 1: Marketing: Creating and Capturing Customer Value

Chapter 2: Company and Marketing Strategy

Part 2: Understanding the Marketplace and Consumers

Chapter 3: Analyzing the Marketing Environment

Chapter 4: Social Responsibility and Ethics

Chapter 5: Managing Marketing Information to Gain Customer Insights

Chapter 6: Consumer Markets and Consumer Buyer Behaviour

Chapter 7: Business Markets and Business Buyer Behaviour

Part 3: Designing a Customer-Driven Strategy and Mix

Chapter 8: Customer-Driven Marketing Strategy

Chapter 9: Products, Services, and Brands

Chapter 10: New Product Development and Product Life-Cycle Strategies

Chapter 11: Pricing

Chapter 12: Marketing Channels

Chapter 13: Retailing and Wholesaling

Chapter 14: Integrated Marketing Communications Strategy

Always on the cutting-edge:

The success of Kotler is built on the dedication to keeping this hallmark resource on the cutting edge and in tune with learning styles of today's students. The 9th Canadian edition will feature an assessment program improved by further integration with MyMarketingLab and a significantly improved test bank for instructors. Instructors can also leverage the richness of the entire library of marketing supplements through our innovative ClassPrep software.

New to the 9th Canadian Edition:

100's of new cases and example highlight the exciting and dynamic discipline of marketing for students:

The 9th edition also features expanded Canadian content—all opening cases are now Canadian-focused, and the latest Canadian Census data is incorporated throughout.

More focus on the unique nature of marketing in not-for-profits and services industries incorporated within each chapter.

Expanded coverage on 'real' sustainable Marketing practices that Canadian companies have embraced and implemented appears throughout each chapter.

New integration with Pearson Study-On-the-Go. QR codes at the end of each chapter brings material from the textbook to student smartphones. Students can listen to audio summaries, quiz themselves or learn the language of marketing with glossary flashcards on the go.



For an examination copy or additional information

Visit us at: www.pearsoncanada.ca

Email us at: faculty@pearsoned.com

Call us at: 1-800-850-5813

www.pearsoncanada.ca

Part 3: Designing a Customer-Driven Strategy and Mix (continued)

Chapter 15: Advertising and Public Relations

Chapter 16: Personal Selling and Sales Promotion

Chapter 17: Direct and Online Marketing

Part 4: Extending Marketing

Chapter 18: Creating Competitive Advantage

Chapter 19: The Global Marketplace