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Since 1969, Philip Kotler's marketing text books have been read as the marketing gospel, as he has provided incisive and valuable advice on how to create, win and dominate markets. In KOTLER ON MARKETING, he has combined the expertise of his bestselling textbooks and world renowned seminars into this practical all-in-one book, covering everything there is to know about marketing. In a clear, straightforward style, Kotler covers every area of marketing from assessing

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what customers want and need in order to build brand equity, to creating loyal long-term customers. For business executives everywhere, KOTLER ON MARKETING will become the outstanding work in the field. The secret of Kotler's success is in the readability, clarity, logic and precision of his prose, which derives from his vigorous scientific training in economics, mathematics and the behavioural sciences. Each point and chapter is plotted sequentially to build, block by block, on the strategic foundation and tactical superstructure of the book.

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marketing, innovation, and a wealth of other vitalbusiness topics. For anyone who wants to get to know the realDrucker, without digging through all of his books and articles, TheStrategic Drucker is a valuable resource. Robert Swaim, PhD (Beijing, China), has taught at numerousuniversities around the world and collaborated with Peter Druckerin developing an MBA and executive development program for Chineseexecutives and managers.

For graduate and undergraduate marketing

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