

# Principles of Marketing (15th Edition)

*by*

**Philip Kotler**



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## Synopsis

Readers interested in an overview of marketing strategies and techniques. Learn how to create value and gain loyal customers. Principles of Marketing helps current and aspiring marketers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Presenting fundamental marketing information within an innovative customer-value framework, the book helps readers understand how to create value and gain loyal customers. The fifteenth edition has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships. Emphasizing the great role that technology plays in contemporary marketing, it's packed with new stories and examples illustrating how companies employ technology to gain competitive advantage from traditional marketing all-stars such as P&G and McDonald's to new-age digital competitors such as Apple and Google.

## Sort review

**About the Author** Charles W. L. Hill is the Hughes M. and Katherine Blake Professor of Strategy and International Business at the Foster School of Business, University of Washington. The Foster School has a Center for International Business Education and Research (CIBER), one of only 17 funded by the U.S. Department of Education, and is consistently ranked as a Top-25 business school. Learn more about Professor Hill at [foster.uw.edu/faculty-research/directory/charles-hill](http://foster.uw.edu/faculty-research/directory/charles-hill) A native of the United Kingdom, Professor Hill received his PhD from the University of Manchester, UK. In addition to the University of Washington, he has served on the faculties of the University of Manchester, Texas A&M University, and Michigan State University. Professor Hill has published over 50 articles in top academic journals, including the Academy of Management Journal, Academy of Management Review, Strategic Management Journal, and Organization Science. Professor Hill has also published several textbooks including International Business (McGraw Hill LLC) and Global Business Today (McGraw Hill LLC). His work is among the most widely cited in the world in international business and strategic management. Beginning in 2014, Dr. Hill partnered with Dr. Tomas Hult in a formidable co-authorship of the IB franchise of textbooks (International Business, Global Business Today). This brought together two of the most cited international business scholars in history. Professor Hill has taught in the MBA, Executive MBA, Technology Management MBA, Management, and PhD programs at the University of Washington. During his time at the University of Washington he has received over 25 awards for teaching excellence, including the Charles E. Summer Outstanding Teaching Award. Professor Hill works on a private basis with a number of organizations. His clients have included Microsoft, where he has been teaching in-house executive education courses for two decades. He has also consulted for a variety of other large companies (e.g., AT&T Wireless,

Boeing, BF Goodrich, Group Health, Hexcel, Microsoft, Philips Healthcare, Philips Medical Systems, Seattle City Light, Swedish Health Services, Tacoma City Light, Thompson Financial Services, WRQ, and Wizards of the Coast). Professor Hill has also served on the advisory board of several start-up companies. For recreation, Professor Hill enjoys skiing, and competitive sailing!

G. Tomas M. Hult is the John W. Byington Endowed Chair, professor of marketing and international business, and director of the International Business Center in the Eli Broad College of Business at Michigan State University. The Broad College has a Center for International Business Education and Research (CIBER), one of only 17 funded by the U.S. Department of Education, and is consistently ranked as a Top-25 business school. Learn more about Professor Hult at [broad.msu.edu/facultystaff/hult](http://broad.msu.edu/facultystaff/hult)

A native of Sweden, Professor Hult received a mechanical engineer degree in Sweden before obtaining a PhD at The University of Memphis. In addition to Michigan State University, he has served on the faculties of Florida State University and the University of Arkansas at Little Rock. Dr. Hult holds visiting professorships in the International Business group of his native Uppsala University, Sweden (since 2013) and the International Business division of Leeds University, UK (since 2010). Michigan State, Uppsala, and Leeds are all ranked in the top 10 in the world in international business research. Several studies have ranked Professor Hult as one of the most cited scholars in the world in business and management. He served as editor of *Journal of the Academy of Marketing Science*, a *Financial Times* Top-50 business journal, and has published more than 70 articles in premier business journals, including *Journal of International Business Studies*, *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Management*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Operations Management*, *Decision Sciences*, and *IEEE*. He has also published several textbooks including *International Business* (McGraw Hill, LLC) and *Global Business Today* (McGraw Hill, LLC). Dr. Hult's other books include *Second Shift: The Inside Story of the Keep GM Movement*, *Global Supply Chain Management*, *Total Global Strategy*, and *Extending the Supply Chain*. He is a regular contributor of op-ed and articles in the popular press (e.g., *Time*, *Fortune*, *World Economic Forum*, *The Conversation*).

Professor Hult is a well-known keynote speaker on international business, international marketing, global supply chain management, global strategy, and marketing strategy. He teaches in doctoral, master's, and undergraduate programs at Michigan State University. He also teaches frequently in executive development programs and has developed a large clientele of the world's top multinational corporations (e.g., ABB, Albertsons, Avon, BG, Bechtel, Bosch, BP, Defense Logistics Agency, Domino's, FedEx, Ford, FreshDirect, General Motors, GroceryGateway, HSBC, IBM, Michigan Economic Development Corporation, Masco, NASA, Raytheon, Shell, Siemens, State Farm, Steelcase, Tech Data, and Xerox).

Tomas Hult is an elected Fellow of the Academy of International Business (AIB), one of only about 90 scholars worldwide receiving this honor, and serves as the executive director and foundation president of AIB. He also serves on the U.S. District Export Council and holds board member positions on the International Trade Center of Mid-Michigan and the Sheth Foundation. Tomas enjoys tennis,

golf, and traveling as his favorite recreational activities.

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The book by Philip Kotler has a rating of 5 out of 4.1. 240 people have provided feedback.

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