



## Marketing Management

By Phillip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, Torben Hansen

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## **Editorial Review**

From the Back Cover

'This second European edition continues to provide the theoretical framework of the classic *Marketing Management* text, but is supplemented and updated with seminal contributions from Europe and a large number of cases have been skilfully selected to make European students feel at home.'

Professor Evert Gummesson, Stockholm University School of Business, Sweden.

The classic *Marketing Management* is an undisputed global best-seller – a bible of Marketing. This second European edition keeps the accessibility, theoretical rigour and managerial relevance – the heart of the book - and adds:

- A structure designed specifically to fit the way the course is taught in Europe.
- Fresh European examples which make students feel at home.
- The inclusion of the work of prominent European academics.
- An additional free online chapter concerning 'Marketing Future Challenges'.
- An accompanying website for students that matches the US book for variety and quality in terms of video cases, testing materials and quality, but is built specifically for this European edition.

This textbook covers admirably the wide range of concepts and issues and accurately reflects the fast-moving pace of marketing in the modern world, examining traditional aspects of marketing and blending them with modern and future concepts.

A key text for both undergraduate and postgraduate marketing programmes.

<http://www.pearsoned.co.uk/marketingmanagementeurope>

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