

GLOBAL
EDITION



Principles of Marketing

SEVENTEENTH EDITION

Philip Kotler • Gary Armstrong

 Pearson

Brief Contents

Preface 17

Acknowledgments 23

Part 1 Defining Marketing and the Marketing Process 26

- 1 Marketing: Creating Customer Value and Engagement 26
- 2 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships 62

Part 2 Understanding the Marketplace and Consumer Value 90

- 3 Analyzing the Marketing Environment 90
- 4 Managing Marketing Information to Gain Customer Insights 122
- 5 Consumer Markets and Buyer Behavior 156
- 6 Business Markets and Business Buyer Behavior 186

Part 3 Designing a Customer Value–Driven Strategy and Mix 210

- 7 Customer Value–Driven Marketing Strategy: Creating Value for Target Customers 210
- 8 Products, Services, and Brands: Building Customer Value 242
- 9 Developing New Products and Managing the Product Life Cycle 278
- 10 Pricing: Understanding and Capturing Customer Value 306
- 11 Pricing Strategies: Additional Considerations 330
- 12 Marketing Channels: Delivering Customer Value 368
- 13 Retailing and Wholesaling 390
- 14 Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy 422
- 15 Advertising and Public Relations 450
- 16 Personal Selling and Sales Promotion 478
- 17 Direct, Online, Social Media, and Mobile Marketing 510

Part 4 Extending Marketing 540

- 18 Creating Competitive Advantage 540
- 19 The Global Marketplace 566
- 20 Sustainable Marketing: Social Responsibility and Ethics 596

Appendix 1 Marketing Plan 627

Appendix 2 Marketing by the Numbers 637

Appendix 3 Careers in Marketing 655

Glossary 867

References 675

Index 705