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Most business and marketing courses will recommend Kotler as essential reading. He has a very nice style and explains the fundamentals of marketing in this book and how marketing is applied within the business context. The latest version would obviously be more up to date but the principles have not changed that much since this edition.

Principles of Marketing, Sixth Canadian Edition: Amazon.co ...

Principles of Marketing, 14/e (Kindle Edition) Published May 6th 2011 by Prentice Hall.

Kindle Edition, 744 pages. Author (s): Philip Kotler, Gary Armstrong. ISBN13:

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