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Book Title/ Edition:A Framework For Marketing Management6th Edition (Global Edition) Author(s):Philip Kotler – Kevin Lane Keller Publisher:Pearson Education – Prentice Hall © 2016 File type:pdf File sizes :61.78 MBRAR password :downloadslide (if needed) [CLICK HERE TO DOWNLOAD]

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Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School, University of North Carolina

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