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## El marketing según Kotler

By PHILIP KOTLER

PAIDÓS 41, 2011. soft. Book Condition: New. A partir de que su libro Marketing Management, considerado por The Financial Times como uno de los cincuenta mejores libros de empresa jamás escritos, se convirtiera en el texto sobre marketing más utilizado por los especialistas en administración, se hizo evidente que Kotler nos debía un manual en el que se sintetizara todo su saber sobre el tema. Marketing según Kotler es un perfecto resumen de todos sus textos aderezado con referencias a sus prestigiosos seminarios. Con un estilo directo y claro, Kotler analiza todas las áreas del marketing, desde la evaluación de todo lo que necesitan y desean los consumidores hasta la creación de consumidores leales a largo plazo, pasando por el desarrollo del interés por la marca; convirtiéndose en la obra fundamental para los ejecutivos empresariales así como para los estudiantes de administración.



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