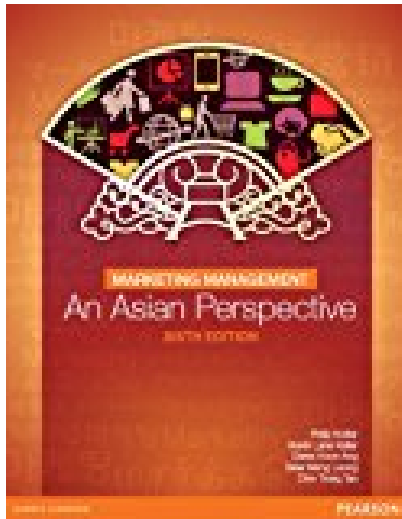


# Marketing Management an Asian Perspective

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## BOOK DETAILS

- Author : Philip Kotler
- Pages : 873 Pages
- Publisher : Pearson Education Centre
- Language : English
- ISBN : 9810687974



## BOOK SYNOPSIS

For undergraduates studying Marketing Management courses Marketing Management: An Asian Perspective, 6/E continues to showcase the excellent content that Kotler has created with examples and case studies that are easily recognized. This enables students to relate to and grasp marketing concepts better.

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