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Principles of Marketing: An Asian Perspective

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, David K. Tse

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While providing the most up-to-date marketing coverage, this book also makes learning about and teaching Asian marketing easier and more exciting for both students and instructors. Marketing is presented in a practical, exciting, and easy to digest manner. The text is filled with interesting examples and stories about real companies and their marketing practices. Moreover, the integrated, cutting-edge teaching and learning package gives instructors the power to customize students' educational experience.

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