

# PRINCIPLES OF MARKETING

## Fifth European Edition

Philip Kotler  
Gary Armstrong  
Veronica Wong  
John Saunders



1. **CONCISE** (DEPEND on them, **Practical**)  
 2. **NOT** **TOO** **LONG** (try to find a **shorter** **way**)

# Principles Of Marketing 5th Edition Kotler

**CRISTINA CALVO PORRAL ,JOHN L.  
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