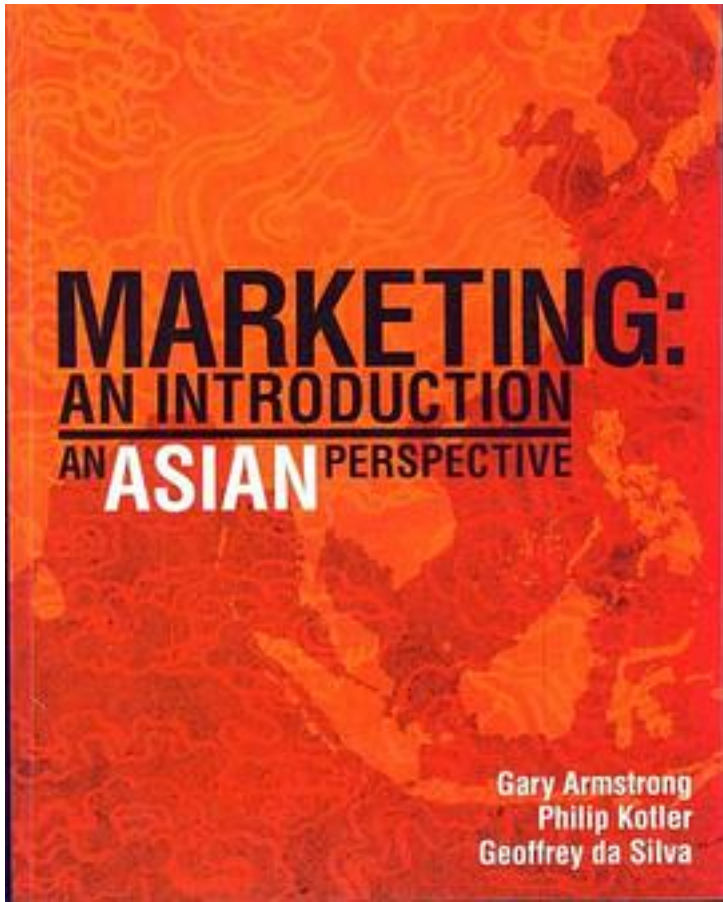


# Marketing, an Asian Perspective



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著者:Gary Armstrong

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This first Asian adaptation of the seventh edition of Marketing: An Introduction written by Professors Gary Armstrong and Philip Kotler builds on its strong foundations. This book presents an innovative framework for understanding and learning about marketing. Today's marketing is all about building profitable customer relationships. It

starts with understanding consumer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep, and grow targeted consumers.

If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity. Simply put, marketing is the art and science of creating value for customers in order to capture value from customers in return. From beginning to end, the first edition of Marketing: An Introduction (An Asian Perspective) presents and develops this customer-relationships/customer-equity framework. Every chapter contains many examples and references of these marketing concepts used in the Asian context as well as how they are employed in other regions.

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