

INTRODUCTION TO MARKETING

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MODELS

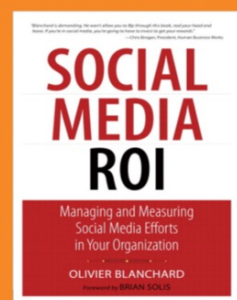
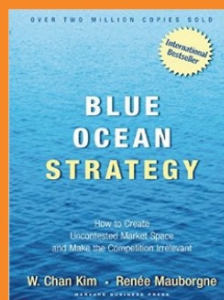
KIM & MAUBORGNE - BLUE OCEAN STRATEGY

PHILIP KOTLER - 4 P'S OF MARKETING

BOSTON CONSULTING GROUP - GROWTH SHARE MATRIX

ALEXANDER OSTERWALDER - VALUE PROPOSITION CANVAS

BOOKS



INTRODUCTION TO MARKETING



- European Journal of Marketing
- Harvard Business Review
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Marketing Science
- MIT Sloan Management Review

