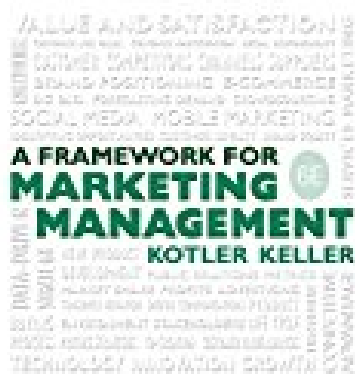


# Framework for Marketing Management 6th Edition

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## BOOK DETAILS

- Author : Philip T. Kotler
- Pages : 352 Pages
- Publisher : Pearson
- Language : English
- ISBN : 0133871312

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## **BOOK SYNOPSIS**

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