



Marketing Management in China

Philip Kotler, Kevin Lane Keller, Lu Taihong

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Marketing Management in China brings the landmark work of marketing gurus Philip Kotler and Kevin Lane Keller to China. This edition, adapted by Professor Lu Tai Hong of Zhongshan University, takes a journey into a truly Chinese vista of marketing management. With content, language, and presentation shaped to the demands of the world's fastest burgeoning economy, this is one textbook that the Chinese marketing student of the new millennium cannot do without. Finding quality China-context cases that are current is challenging for most instructors. This adaptation provides hard-to-find and well-researched China cases that offer insights while covering a wide variety of contexts, spanning international companies operating in China to Chinese companies that are beginning to venture overseas. At the same time, the Kotler/Keller's MM 13e framework has been restructured to suit the way typical marketing management courses in China would teach this subject. Also, to suit the reading preference of Chinese readers, the text has been made more concise without losing the depths and insights the original Kotler/Keller MM 13e provides. As most Chinese are non-native speakers, the language used in the text is kept simple and easy-to-read. This text offers Chinese executives and students an opportunity to improve their grasp of the English language while developing their professional marketing skills killing one bird with two stones. New Features with Great Benefits and Advantages In this edition, you will find that we have: Included a strong selection of the most current Chinese cases for your course Restructured the framework of Kotler's Marketing Management 13e to suit the curricula found in most China's institutions Made the content more concise to fit the reading preferences of China's audience Provided you with good instructor's support for your course preparation and lesson planning

- 1) A Strong Selection of International and Chinese Cases. The cases have been carefully selected to give your students a comprehensive understanding of Marketing Management in China's context, with a focus on helping Chinese companies to internationalize their businesses overseas.
- 2) Restructured Text for Conciseness with In-depth Perspectives. From our research, most institutions in China would complete their course on Marketing Management within 4-6 months, with a focus on using case studies to develop students' critical thinking and analysis skills. Based on this feedback, we have modified the Marketing Management text to suit the needs of most Chinese courses.
- 3) Easy to Read with Vibrant Presentations. Chinese students are non-native speakers of English. An English textbook with a simpler level of the language will help students understand and learn key concepts better. At the same time, this provides them an opportunity to improve their grasp of the language.

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