

No need for a topic

[Linguistics](#), [English](#)



L2_Cite: Reference book Marketing management. . Harlow: Pearson Education. Written in by Philip Kotler and Kevin Lane Keller two of the most experienced marketing scholars in the world, the book provides interesting and equally extensive analysis of the role of marketing. Additionally, the book discusses the ways of enhancing the success of marketing in the contemporary society in order to safeguard the profitability and longevity of businesses in the modern market place. The book provides specific instructions on ways of enhancing marketing in the modern society. the book's currency is therefore important as the two scholars discusses such vital concepts as social corporate responsibility and the use of social media in marketing among many others all of which are important in carrying out marketing in the modern market. The information in the book provides professional managers and marketers with an exceptional insight of the market thereby informing their marketing and management operations. The two authors are professionals and therefore uphold professionalism in the development of the book. They cite every information besides striving to contextualize the same in their attempt to prove the functionality of their ideas and concepts. They provide elaborate examples by showing the practicality of the concepts as used by such successful companies as Apple and Google among others.

Reference

Kotler, P., & Keller, K. L. (2012). Marketing management. Harlow: Pearson Education.