

Pearson Arab World Editions

Kotler, Armstrong, Tolba and Habib: Principles of Marketing

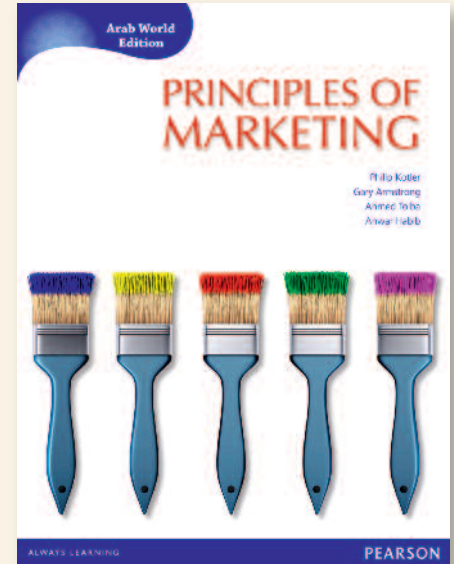
Pearson has developed a new range of textbooks that are perfect companions for Arab students – the Arab World Editions. These textbooks are a range of new and existing titles that use Arab examples and experiences to provide engaging and contextualized learning for students throughout the Arab region. Available from this collection in the Fall of 2011 is the Arab World Edition of Kotler and Armstrong's *Principles of Marketing*.

Customer-value framework

- This internationally best-selling textbook is held in immense respect for its central approach: a sharp focus on how to create, communicate and deliver value to customers.
- The adaptation sets this customer-value framework within an Arab-world context, using Arab case studies, featuring Arab businesses and cultural examples, and adding insights into Arab markets and business environment.

Applying the concepts

- Extensive new examples from the Arab region are woven through each chapter.
- Chapter-opening marketing stories – these engage students and set the scene for the coming chapter – here adapted to include familiar companies and examples for Arab world students.
- Two “Real Marketing” in-depth case studies in every chapter – show marketing ideas and concepts in practice. Now include Arab case studies as well as global examples.
- Company Cases - at the end of each chapter, students are challenged to apply marketing principles to real companies in real situations. Now extensively adapted to feature Arab and global companies.



Features specially designed for students in the Arab region

- An English-Arabic Glossary – translation of key terms.
- Adapted vocabulary throughout the book to be sympathetic to students whose first language is not English.
- Slight reduction in length to 17 focused chapters, to meet the demand for a resource which is easier to handle and to cover in the time available.

This book is accompanied by adapted PowerPoint slides, instructor manual, test bank generator and online tutorial and homework system

PEARSON
mymarketinglab™



For more information about any of the Arab World Editions please visit www.pearson.com/middleeast/awe