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14th edition of Marketing Management was to create as
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textbook as possible. Where appropriate, new material was
added, old material was updated, and no longer relevant or
necessary material was deleted. Marketing Management,
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Marketing Management is the gold standard marketing
text because its content and organization consistently
reflect the latest changes in today's marketing theory and
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Marketing Management - Centennial College

The Marketing Management program prepares you to
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This book is well written provides a thorough review of
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Marketing management - Wikipedia

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Marketing Management 14th Edition, Upper Saddle River, NJ, Prentice Hall. For future reference, there are various online services to create the format of various citations. In this case I have used EndNote X7.