



# Principles of Marketing by Philip Kotler and Gary Armstrong

## Chapter 10



## Pricing

Understanding and Capturing Customer  
Value

# Kotler Chapter 10 Ppt

**CH Cherryholmes**



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**Krause's Food, Nutrition, & Diet Therapy** L. Kathleen Mahan, Sylvia Escott-Stump, 2004 Krause's Food Nutrition Diet Therapy is a classic textbook in the field of nutrition and diet therapy providing a wealth of information on nutrition basics nutrition throughout the life cycle nutrition care nutrition for health and fitness and medical nutrition therapy Always up to date with the most current information available this outstanding resource recognizes the increasing importance of nutrition in achieving and maintaining optimal health and fitness and as a component of complete and effective healthcare It is universally recognized as an essential text for nutrition and diet therapy students and practicing registered dietitians It features extensive appendixes tables illustrations figures and clinical insight boxes that provide practical hands on information and clinical tools for use throughout a student's education and career

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