

Circulation of this
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SIXTEENTH EDITION

MARKETING MANAGEMENT

PHILIP KOTLER

KEVIN LANE KELLER

ALEXANDER CHERNEV

JAGDISH N. SHETH

G. SHAINESH



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INDIAN CASE STUDIES
16 CHAPTER
OPENING CASES
29 IN-TEXT CASES
12 MARKETING
SPOT LIGHT

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SIXTEENTH EDITION

Marketing Management

Philip Kotler

Northwestern University

Kevin Lane Keller

Dartmouth College

Alexander Chernev

Northwestern University

Jagdish N. Sheth

Emory University

G. Shainesh

IIM Bangalore



Words of endorsement from scholars and leaders...

Businesses are undergoing massive digital transformations and disruptions. In their book, Dr. Sheth and Dr. Shainesh provide a comprehensive and contemporary guide to cope with such challenges. With a focus on South Asia, the book is a wonderful collection of insights and perspectives from the world-renowned marketing guru, Prof. Philip Kotler. It is a must-read for marketing professionals who want to cultivate impactful leadership for a better world.

Dr. Dipak C. Jain

*President (European) & Professor of Marketing – CEIBS
Dean - Kellogg School of Management (2001-09) and Dean – INSEAD
(2011–13)*

The authors provide in-depth marketing perspectives from a growth market lens to cover the role of technology and digital media as well as traditional channels in the dynamic marketplace. The text is rich in frameworks and case studies that enable both design and implementation of proactive marketing strategies.

Dr. Rajendra Srivastava

*Novartis Professor of Marketing and Innovation and Dean (2016–21) –
Indian School of Business*

This Indian adaptation of Philip Kotler's classic textbook will help students and managers learn the principles and applications of marketing management. Its analytical approach and managerial orientation will augment learning. The concepts, frameworks and contemporary examples

of several Indian brands will provide the foundation to succeed in the emerging hyper-competitive market environment.

Harsh Mariwala
Chairman – Marico Ltd.

The South Asian adaptation of Kotler's classic text is a timely, much-needed contribution to marketing educators, students, and practitioners. It preserves the bedrock marketing principles from previous editions. At the same time, it re-examines and augments those principles from a fresh, forward-looking perspective, particularly vis-à-vis the growing impact of globalization, digitization and corporate social responsibility on marketing decisions.

Dr. A. Parasuraman
*Emeritus Professor of Marketing & James W. McLamore Chair Emeritus –
University of Miami and Mentor – AIM-Parasuraman Centre for Service
Excellence, Jagdish Sheth School of Management (JAGSoM)*

'Marketing Management' continues to be the seminal book on the subject and, in its 16th edition, is the best example of what it quintessentially embodies - how to remain relevant and differentiated in an increasingly noisy and competitive world. With illustrations and case studies covering various products and service domains, it refreshes and reinforces why marketing continues to be the driver of value creation for businesses.

Vinita Bali
*Strategy Adviser & Independent Director
Former MD & CEO, Britannia*

This book incorporates the realities of the post-pandemic era and the impact of the 4th Industrial Revolution in the marketing domain. Readers will develop a better understanding of the emerging business realities in South Asia. A must-read for all marketers.

Dr Harivansh Chaturvedi
Director, Birla Institute of Management Technology

MBA students will enjoy learning from this South Asian adaptation of the classic book ‘Marketing Management’. Examples of successful Indian brands and themes like business model design and socially responsible marketing make this edition very contemporary.

Sameer Suneja

Global CEO, Perfetti Van Melle Group B.V., Amsterdam

The two distinguished scholars, Prof. Jagdish Sheth and Prof. G. Shainesh, have leveraged their rich experience in marketing to adapt a “bible”: Philip Kotler’s ‘Marketing Management’ to the South Asian market. I strongly feel it will offer significant learning on global marketing practices. Contemporary Indian cases will make it extremely useful to management students and faculty.

Dr. Rajan Saxena

Former Vice-Chancellor, NMIMS (Deemed University) and Distinguished Professor of Marketing, NMIMS (2009–2020)

The 16th edition of the marketing bible “Marketing Management” is now even more impactful, especially for Indian students. With rich case studies from India covering the fast-changing marketplace and a focus on areas like digital, e-commerce, and social media, it truly continues to be the holy grail of marketing.

Manish Tiwary

VP & Country Manager, [Amazon.in](https://www.amazon.in)

This best-selling marketing textbook builds on the authors’ deep scholarship and practical insights. New concepts and frameworks, along with several examples, will enhance the understanding of the entire value delivery process for business growth.

Dr. Amit Mookerjee

*Professor and Head, University School of Management and Entrepreneurship,
Director, East Campus, Delhi Technological University*

Wonderful effort from the authors! Timely revision to an all-time classic. Local examples and case studies will be of particular relevance to students; a must-read for any MBA graduate in India.

Dr. S. Bharadhwaj

*Dr. Bala V and Vasantha Balachandran Chair Professor of Marketing,
Great Lakes Institute of Management*

Marketing Management's enduring appeal as one of the best business books lies in its comprehensive coverage and evolution. The 16th edition will be an important guide for students and managers as it incorporates the latest developments in concepts and practices while showcasing several leading and new-age Indian brands.

Neelesh Garg

MD & CEO, Tata AIG General Insurance Co Ltd.

This book offers a plethora of case studies and examples of brands & organizations that operate in India. These insights coupled with the conceptual foundations of marketing management, make it an essential reading for MBA students as well as experienced practitioners.

Dr. Moutusy Maity

*Professor of Marketing and Dr. Ishwar Dayal Chair for Futuristic Issues in
the Behavioral Sciences, Indian Institute of Management Lucknow*

This edition encapsulates the interdisciplinary role of marketing in the realm of globalization & digitization through new-age technologies, data analytics, social media, and sustainability. The authors unpack these key themes in a systematic manner with real-life case studies of leading Indian brands. This is a must-read book for all learners and practitioners

Prof. Dr. Uday Salunkhe

Group Director, WeSchool

The book has been written keeping the Indian students in mind and it captures the cases, illustrations and anecdotes from across Indian corporate. The book helps the students of management in forming a clear perspective

on various marketing concepts with reference to India as well as globally. This book is a must have for every student and teacher of marketing in India.

J. Mahendra Reddy

Vice Chancellor (Incharge), ICFAI Foundation for Higher Education

This book is dedicated to my wife and best friend, Nancy, with love.

—PK

This book is dedicated to my wife, Punam, and my two daughters, Carolyn and Allison, with much love and thanks.

—KLK

This book is dedicated to my parents, Irina and Christo, with love and gratitude.

—AC

This book is dedicated to Professor John A. Howard who was my thesis advisor, mentor and coauthor of The Theory of Buyer Behavior.

—JNS

This book is dedicated to my wife, Leena and our children, Priya and Aditya, with love.

—GS