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Most business and marketing courses will recommend Kotler as essential reading. He has a very nice style and explains the fundamentals of marketing in this book and how marketing is applied within the business context. The latest version would obviously be more up to date but the principles have not changed that much since this edition.

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He coordinates and teaches the Marketing Principles course, in addition to teaching senior marketing electives in marketing strategy and business-to-business marketing. Boivin received his bachelor of commerce degree in marketing from the University of Calgary and has an MBA in strategy from McGill University.

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