

Marketing – Annotated Bibliography Example

**Citation (APA):

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Annotation:

This textbook provides a comprehensive overview of marketing principles, including consumer behavior, branding, and digital marketing strategies. The authors explain how companies create value and build customer relationships. The source is authoritative and widely used in marketing education. It is useful for research on marketing strategy, segmentation, and brand management.

