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Philip Kotler is one of the world ' s leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master ' s degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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Philip Kotler is one of the world ' s leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master ' s degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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Description For MBA and undergraduate courses in Marketing Management. Professors and professionals tell us time and again that when it comes to today's complex marketing environment, no one in this field has stayed on top of the changes, been able to interpret, clarify, and put them into perspective like Philip Kotler.

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Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, Torben Hansen Pearson Prentice Hall, 2009 - Business & Economics - 889 pages 5 Reviews The American edition of Marketing Management...

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Philip Kotler ' s definition of Marketing is – “ Marketing

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is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other ". Definitions of Marketing by Eminent Authors like Philip Kotler, Peter F. Drucker and a Few Others

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~~Philip Kotler (Author of Marketing Management)~~
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~~Philip Kotler has taken marketing to the next level.~~
Philip Kotler is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing Places, Marketing of Nations, Chaotics, Market Your Way to Growth, Winning G

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