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As Philip Kotler explains in his book Marketing Management, “Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals”.

Kotler, Marketing Management | Pearson

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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Philip Kotler (Author of Marketing Management)

Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs to go beyond price theory and incorporate the dynamics of innovation, distribution and promotion systems into analyzing, explaining and predicting economic outcomes.

27 Lessons from Philip Kotler, the father of Marketing..

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 is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. He received his M.A. from the University of Chicago and his Ph.D. from the Massachusetts Institute of Technology.

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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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“Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer values of management.” —Philip Kotler and Kevin Lane “Marketing management is the process of increasing the effectiveness/efficiency by which marketing activities are performed by individuals or organizations.” —Ben M. En

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Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

Philip Kotler - Wikipedia

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Philip Kotler is one of the most regarded authority in the field of marketing. This Kotler's book is a must-read for every marketing student. The book contains complete fundamental contents on the subject; namely, notion of STP, marketing mix, strategic marketing. It is very comprehensive work.

Philip Kotler has taken marketing to the next level.

Philip Kotler Philip Kotler has taken marketing to the next level. See what he's

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