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It is also popularly known as Kotler Keller Marketing Management. Before going into the review of Philip Kotler's Marketing management book, let's have a look at marketing. Marketing is a process of selling products and services which enables communication of a new product to the target audience. In every business, marketing holds a key role.

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Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. Dr. Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing text book worldwide.

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Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing.

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Kotler & Keller, Marketing Management | Pearson

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

Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg

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School of Management at Northwestern University(1962-2018). He gave the definition of marketing mix.He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

Philip Kotler - Wikipedia

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.

Philip Kotler (Author of Marketing Management)

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