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### Marketing Management By Philip Kotler

I have been a steadfast disciple of celebrated author venerate Prof Philip Kotler for the past two decades. I believe this book is not limited to marketing discipline alone rather enlightener of impeccable practices to be pursued by the management and marketing professionals.

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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.

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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; currently the S. C. Johnson 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 60 marketing books, including Marketing Management, Principles of Marketing, Kotler on ...

### Philip Kotler - Wikipedia

Professor Kotler's book, Marketing Management, is the world's most widely used graduate level textbook in marketing. His other textbooks include Principles of Marketing and management: An Introduction and they are also widely used around the world.

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Ideally, marketing should result in a customer who is ready to buy.”7 The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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### **Marketing Management - Philip Kotler - Google Books**

Philip Kotler is known around the world as the “father of modern marketing.”For over 50 years he has taught at the Kellogg School of Management at Northwestern University. Kotler’s book Marketing Management is the most widely used textbook in marketing around the world.This is his story - How a Ph.D. economist from M.I.T. became the world’s leading marketing authority.

### **Biography — Philip Kotler**

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.

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### **Philip Kotler (Author of Marketing Management)**

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Philip Kotler and Gary Lilien, Marketing Models, Harper & Row, 1983. It was revised in 1992 and published by Prentice-Hall with the addition of K. Sridhar Moorthy as third author.) Philip Kotler and Keith Cox, Marketing Management and Strategy: A Reader, Prentice-Hall, 1980.

### **Books — Philip Kotler**

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### **Kotler, Kotler, Kotler, Kotler, Kotler, Kotler, Kotler ...**

According to Philip Kotler, “Marketing management is the analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target markets for the purpose of achieving organisational objectives.

