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*Philip Kotler (Author of Marketing Management)*

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*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 (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.*

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