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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.

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Ideally, marketing should result in a customer who is ready to buy. 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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Philip Kotler (Author of Marketing Management)

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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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Marketing Management 15th edition is a book on marketing. 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. It enables communication of a new product to the target audience and consumers.

Marketing Management, Millenium Edition

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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Marketing Management By Philip Kotler

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