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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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In February 2005 he will become the co-author with Philip Kotler of the best-selling introductory marketing textbook "Marketing Management." Keller received his bachelor's degree from Cornell University in 1978, his master's degree from Carnegie-Mellon University in 1980 and his doctorate from Duke University in 1986.

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