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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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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. He received his masters degree at the University of Chicago and his Ph.D. at MIT, both in economics.

Kotler, Marketing Management | Pearson

Philip Kotler 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. He was born on 27 may 1931 in Chicago, United States.

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Philip Kotler and Gary Lilien, Marketing Models, Harper & Row, 1983. It was revised in 1992 and

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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.

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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 School of Management at Northwestern University (1962-2018). He gave the definition of marketing mix.

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