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Philip Kotler is an internationally recognized name in marketing, and this introductory text (undergraduate or MBA-level) is a comprehensive resource on the subject. It provides a framework for analyzing marketing opportunities and making strategic decisions with respect to the marketing mix to maximize customer value.

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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 master ' s degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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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 master ' s degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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Kotler, Marketing Management | Pearson

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Philip Kotler (Author of Marketing Management)

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Philip Kotler has taken marketing to the next level.

Philip Kotler 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. He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing Places, Marketing of Nations, Chaosics, Market Your Way to Growth, Winning G

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