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

## **Kotler & Keller, Marketing Management | Pearson**

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It is also popularly known as Kotler Keller Marketing Management. 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 which enables communication of a new product to the target audience. In every business, marketing holds a key role.

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The marketing task is to analyze why the

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## **(PDF) Marketing Management**

Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. 8

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valuable products with their equals”.

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## **Philip Kotler (Author of Marketing Management)**

Philip Kotler is known around the world as the “father of modern marketing.” For over 50 years he has taught at the Kellogg School of Management at Northwestern University. Kotler’s book Marketing Management is the most widely used textbook in marketing around the world. This is his story - How a Ph.D. economist from M.I.T. became the world’s leading marketing authority.

## **Biography — Philip Kotler**

Philip Kotler (born May 27, 1931) is an American marketing author, consultant,

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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.

## **Philip Kotler - Wikipedia**

Philip Kotler, best known for the marketing principle of the four Ps—product, price, promotion, and place—takes us on a guided tour of American marketing, including its origins and trends, its ...

## **Philip Kotler: Marketing**

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

## **Books — Philip Kotler**



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Philip Kotler (1931) is a reputable Professor in the area of International Marketing at the Kellogg School of Management, which is the business School of Northwestern University. He is also the founding father of the famous marketing management theories : Decision Making Unit (DMU) and the Five Product Levels .

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