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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

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Definition:

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Philip Kotler is S. C.
Johnson & Son

Distinguished Professor
of International

Marketing at the
Kellogg School of
Management,

Northwestern

University. Dr. Kotler is
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Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of

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management, marketing strategy and planning, marketing organization, and international marketing.

Kotler & Keller, Marketing Management | Pearson

As Philip Kotler explains in his book Marketing Management, "Marketing is an administrative and social process through

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which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals”.

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Kotler and Keller (2012) defined various marketing activities as marketing-mix tools in terms of the four Ps: product, price, place,

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and promotion.

(PDF) Marketing Management - ResearchGate

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

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Philip Kotler (1962-2018).
He gave the definition
of marketing mix. He is
the author of over 80
books, including
Marketing
Management,
Principles of Marketing,
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Philip Kotler - Wikipedia

Kotler developed new
concepts in marketing
including
atmospherics,
demarketing,

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megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs to go beyond price theory and incorporate the dynamics of innovation, distribution and promotion systems into analyzing, explaining and predicting economic outcomes.

Philip Kotler (Author
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