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

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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

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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, Chaotics, Market Your Way to Growth, Winning G

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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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more complex. As an MBA student, I found that not much is useful in this book.

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Philip Kotler is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management. He has been honored as one of the world's leading marketing thinkers. He received his M.A. degree in economics (1953) from the University of Chicago and his Ph.D. degree in economics (1956) from the

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Massachusetts Institute of Technology (M.I.T.), and has received honorary degrees from twenty-one foreign universities.

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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 marketing strategy and planning, marketing organization, and

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international marketing.

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

According to Philip Kotler, “Marketing Management is the art and science of choosing target markets and building profitable relationship with them.

Marketing management is a process

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involving analysis, planning, implementing and control and it covers goods, services, ideas and the goal is to produce satisfaction to the parties involved”.

## **What is Marketing Management? Introduction, Importance ...**

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ability influences financial success (Ode, 2007; Kotler & Keller, 2009), thus financial flows and business success are dependent on the choice and ...

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## **Biography — Philip Kotler**

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