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Philip Kotler, widely
considered to be the
world's leading
marketing guru, is the

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Distinguished Professor
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Northwestern
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Philip Kotler is one of the most regarded authority in the field of marketing. This Kotler's book is a must-read for every marketing student. The book contains complete fundamental contents on the subject; namely, notion of STP, marketing mix, strategic marketing. It is very comprehensive

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It is also popularly known as Kotler Keller Marketing

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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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process of planning
and executing the
conception, pricing,
promotion, and
distribution of ideas,
goods, and services to

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of Marketing is -
“Marketing is a social
and managerial
process by which
individuals and groups
obtain what they need
and want through
creating and
exchanging products
and value with other”.
Definitions of
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Authors like Philip
Kotler, Peter F. Drucker
and a Few Others

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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
author of Marketing
Management
(Pearson), now in its
fifteenth edition and
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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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marketing strategy and planning, marketing organization, and international marketing.

**Kotler & Keller,
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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, and promotion.

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As Philip Kotler
explains in his book
Marketing
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“Marketing is an
administrative and
social process through
which individuals and
groups obtain what
they need and desire
by the generation,
offering and exchange
of valuable products

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with their equals”.

**27 Lessons from
Philip Kotler, the
father of Marketing..**

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

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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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

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