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Philip Kotler is an American marketing author, consultant, 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. He is the author of over 60 marketing 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 Gro

PRINCIPLES OF MARKETING

As Philip Kotler explains in his book Marketing Management, “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 with their equals”.

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27 Lessons from Philip Kotler, the father of Marketing

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Principles of Marketing by Philip Kotler continues to be an excellent marketing reference. The 11th edition (2005) is an impressive example of good organization and instructional thoughtfulness.

Principles Of Marketing By Philip

Principles of Marketing helps readers master today’s key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help individuals understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework.

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PRINCIPLES OF MARKETING •Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

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