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This excerpt was taken from “Philip Kotler's Contributions to Marketing Theory and Practice”, in Naresh K. Malhotra (ed.) Review of Marketing Research: Special Issue - Marketing Legends (Review of Marketing Research, Volume 8), Emerald Group Publishing Limited, pp.87-120, 2011. The author is Philip Kotler.. The full book can be purchased in hardcopy from the Emerald Bookstore.

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Customer-Driven Marketing Strategy Learning Objectives

- Objective 1: Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.**
- Objective 2: List and discuss the major bases for segmenting consumer and business markets.**

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assigned six papers in a strategic marketing framework and make detailed comments about them. We close this paper with some personal observations on how Phil and his work have personally influenced each of us. 2. 3 2.0 Positioning Kotler's Papers on Strategic Marketing Phil Kotler's influence as a scholar and teacher is vast and ongoing.

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A Marketing by the Numbers appendix provides**

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students with a comprehensive introduction to the marketing financial analysis that helps guide, assess, and support marketing decisions. A detailed exercise at the end of each chapter lets students apply analytical and financial thinking to that chapter's concepts and links the chapter to the Marketing by the Numbers appendix (Appendix 3).

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