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American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

## Marketing Management By Philip Kotler

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 economics.



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