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Philip Kotler is one of the world's leading authorities on marketing. He is the 5. 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.

Marketing Management Philip Kotler 11th

Description. For MBA and undergraduate courses in Marketing Management. Professors and professionals tell us time and again that when it comes to today's complex marketing environment, no one in this field has stayed on top of the changes, been able to interpret, clarify, and put them into perspective like Philip Kotler.

Philip Kotler (Author of Marketing Management)

27 Fundamental phrases from Philip Kotler, the father of Modern Marketing. Now that you know who Philip Kotler is and know his principle concepts, I'm sharing 27 of his most educative and enlightening quotes with you so you keep them in mind when thinking about your own social media and digital marketing strategies.

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Editions of Marketing Management by Philip Kotler

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