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Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

Marketing Management - Philip Kotler - Google Books

Philip Kotler (born May 27, 1931) 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.

Philip Kotler - Wikipedia

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.

Kotler, Kotler, Kotler, Kotler, Kotler, Kotler, Kotler ...

Philip Kotler defines marketing as "Satisfying needs and wants through an exchange process". One would assume marketing management in his definition would be THE MANAGEMENT OF the exchange process.

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Ideally, marketing should result in a customer who is ready to buy."7 The 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

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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".

