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PHILIP KOTLER is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He is author of more than fifty books, including the globally popular Marketing Management, now in its fifteenth edition.. HERMAWAN KARTAJAYA is the founder of MarkPlus, Inc., the largest marketing consulting firm in Indonesia.

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What is Marketing 3.0? | Startup Grind

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.. 1—"You should never go to the battlefield before having won the war on paper.

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Philip Kotler (Sarasota, FL) is the S.C. Johnson Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg Graduate School of Management, and one of the world's leading authorities on marketing. His writing has defined marketing around the world for the past forty years. The recipient of numerous awards and honorary degrees from schools all over the ...

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Philip Kotler (born 27 May 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University (1962-2018). He gave the definition of marketing mix.He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

Philip Kotler - Wikipedia

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.

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