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marketing guru, is the
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Northwestern
University. He is the
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of sixteen books,
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marketing. Marketing is a process of selling products and services which enables communication of a new product to the target audience. In every business, marketing holds a key role.

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(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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Philip Kotler's definition
of Marketing is -

"Marketing is a social

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and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other”.

Definitions of Marketing by Eminent Authors like Philip Kotler, Peter F. Drucker and a Few Others

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by Philip ...

Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. Dr. Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing text book worldwide.

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Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing

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organization, and
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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

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27 Lessons from Philip Kotler, the father of Marketing..

Kotler and Keller (2012) defined various marketing activities as marketing-mix tools in terms of the four Ps: product, price, place, and promotion.

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Philip Kotler (born May 27, 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

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of marketing mix. He is

the author of over 80

books, including

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Management,

Principles of Marketing,

Kotler on Marketing ...

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Kotler developed new

concepts in marketing

including

atmospherics,

demarketing,

megamarketing,

turbomarketing and

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synchromarketing. He believes that marketing theory needs to go beyond price theory and incorporate the dynamics of innovation, distribution and promotion systems into analyzing, explaining and predicting economic outcomes.

**Philip Kotler (Author
of Marketing
Management)**

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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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