

## Marketing Management By Philip Kotler Millenium Edition

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~~Philip Kotler is one of the most regarded authority in the field of marketing. This Kotler's book is a must-read for every marketing student. The book contains complete fundamental contents on the subject; namely, notion of STP, marketing mix, strategic marketing. It is very comprehensive work.~~

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~~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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~~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".~~

~~27 Lessons from Philip Kotler, the father of Marketing ---~~

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

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~~Philip Kotler has taken marketing to the next level~~

~~Philip Kotler 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. He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing of Nations, Chaotics, Market Your Way to Growth, Winning G~~

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