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going into the review of Philip Kotler's Marketing management book, let's have a look at 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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Philip Kotler is S. C.
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America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing.

Kotler & Keller, Marketing Management | Pearson

As Philip Kotler explains in his book Marketing Management,

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Kotler and Keller
(2012) defined various
marketing activities as

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marketing-mix tools in terms of the four Ps: product, price, place, and promotion.

(PDF) Marketing Management - ResearchGate

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

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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

Kotler developed new concepts in marketing

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including atmospherics, demarketing, megamarketing, turbomarketing and 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

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