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Kotler & Armstrong, Principles of Marketing | Pearson

PRINCIPLES OF MARKETING • Marketing is human activity directed at satisfying needs and wants through exchange processes. Philip Kotler 1976 • Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Philip Kotler 2008

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

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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 ...

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