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Philip Kotler, Ph.D. is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management. He is the author of 35 books, including "Marketing Management", the most widely used marketing book in graduate business schools worldwide.

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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.

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8

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Kotler|Armstrong Principles of Marketing Chapter 5

Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute.

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