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co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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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

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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 Places, Marketing of Nations,

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