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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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Kotler & Armstrong, Principles of Marketing | Pearson

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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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Principles of Marketing Philip Kotler; Gary Armstrong

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8

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Studynotes book "Principles of Marketing" Philip Kotler

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