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Dr. Kotler is currently one of Kotler Marketing Group's several consultants. He is known to many as the author of what is widely recognized as the most authoritative textbook on marketing: Marketing Management , now in its 13th edition.

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Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Northwestern University Kellogg Graduate School of Management in Chicago. He is hailed by Management Centre Europe as "the world's foremost expert on the strategic practice of marketing." Dr. Kotler is currently one of Kotler Marketing Group's several consultants.

Kotler On Marketing - Philip Kotler - Google Books

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Philip Kotler - Wikipedia

Kotler on Marketing is a central compendium of big marketing ideas in my opinion. It is dense and at sometimes overwhelming, but the mental workout is well worth the effort. It's hard to know where to begin, even though this book is only 220 pages long.

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Kotler on Marketing: How to Create, Win, and Dominate Markets. A "Must Have" Book, best start for beginners by a book written by the father of marketing. When customers insist on a lower price, one strategy is to ask them to relinquish some service normally included in the price, such as free delivery, free installation, or free training.

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