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*University. He received his
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University of Chicago and
his Ph.D. at MIT, both in
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Marketing is a process of selling products and services. It enables communication of a new product to the target audience and consumers.

Kotler Marketing

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*Philip Kotler (born May 27,
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As Philip Kotler explains in

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*his book Marketing
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administrative and social
process through which
individuals and groups
obtain what they need and
desire by the generation,
offering and exchange of*

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valuable products with their equals".

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Ideally, marketing should result in a customer who is ready to buy.”⁷ The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and

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*executing the conception,
pricing, promotion, and
distribution of ideas,
goods, and services to
create exchanges*

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