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Ideally, marketing should result in a customer who is ready to buy."<sup>7</sup> The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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## Marketing Management By Philip Kotler

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 master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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Kotler, Kotler, Kotler, Kotler, Kotler, Kotler, Kotler ... Marketing Management 15th edition is a book on marketing. Before going into the review of Philip Kotler's Marketing management book, let's have a look at marketing. Marketing is a process of selling products and services. It enables communication of a new product to the target audience and consumers.

Philip Kotler (Author of Marketing Management)  
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...

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