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A BRILLIANT MIND AHEAD OF THE TIMES. Widely acknowledged as the Father of Modern Marketing and the world's foremost expert in strategic marketing, Prof. Philip Kotler have successfully made WMS a much-awaited series of dialogue in the world.. Professor Kotler have published over 50 books on all aspects of marketing, including the widely used textbook in graduate business schools worldwide ...

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

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