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## Marketing Management By Philip Kotler

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Philip Kotler is SC 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 PhD at MIT, both in economics Dr Kotler is the author of Marketing Management

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The following is a highlighted summary of the book, Kotler on Marketing, published by Free Press The statements below are key points of the book as determined by James Altfeld and have been made available at no charge to the user Kotler on Marketing: How to Create, Win and Dominate Markets By Philip Kotler

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marketing is that advanced by Philip Kotler, a well known authority on the subject His definition is that marketing is: A social and managerial process by which individuals and P Kotler, Marketing Management, Analysis, Planning, Implementation and Control, 8th ed(Prentice

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PRINCIPLES OF MARKETING

PRINCIPLES OF MARKETING •Marketing is human activity directed at satisfying needs and wants through exchange processes Philip Kotler 1976 •Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Philip Kotler 2008

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marketing that affect marketing management's ability to build and maintain successful relationships with target customers (Philip Kotler -12th Edition) According to the above definition, the actors and forces which are outside to the marketing management function may be within the organisation as well as outside the organisation

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Marketing 3.0 Values-Driven Marketing

Philip Kotler, Kellogg School of Management Hermawan Kartajaya, MarkPlus Inc As the world changed over the past decades because of the technology evolution, so did marketing Long ago during the industrial age—where the core technology was industrial machinery—marketing was about selling products to a target market without considering the

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