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Philip Kotler (born May 27, 1931 in Chicago, Illinois) is an American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor

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Dr. Philip Kotler, professor of at Kellogg School of Management at Northwestern University, Kotler is the founder of the World Marketing Summit,

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Philip Kotler References Achrol, R. S., & Kotler, P. (1999). Marketing in the network economy. Kotler, P. (1964). Marketing mix decisions for new products.

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