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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 Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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Dr. Kotler is currently one of Kotler Marketing Group's several consultants. He is known to many as the author of what is widely recognized as the most authoritative textbook on marketing: Marketing Management, now in its 13th edition.

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Editions for Marketing Management: 0131457578 (Hardcover published in 2005), (Paperback published in 2011), 0136009980 (Hardcover published in 2008), 013...

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Marketing Management (13th Edition) International Version [Feb 27, 2008] Kotler, Philip T a. by Kevin Lane Keller, Philip R. Kotler, Philip T. Kotler, Dr Philip Kotler, Keller Kotler Paperback, 816 Pages, Published 2008 by Pearson

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