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Marketing Management, 13th Edition, by Phil Kotler (Author), Kevin Keller (Author) 4.1 out of 5 stars 89 ratings. ISBN-13: 978-0136009986. ISBN-10: 0136009980. Why is ISBN important? ISBN. This bar-code number lets you verify that you're getting exactly the right version or edition of a book.

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Philip Kotler is an internationally recognized name in marketing, and this introductory text (undergraduate or MBA-level) is a comprehensive resource on the subject. It provides a framework for analyzing marketing opportunities and making strategic decisions with respect to the marketing mix to maximize customer value.

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Philip Kotler is one of the most regarded authority in the field of marketing. This Kotler's book is a must-read for every marketing student. The book contains complete fundamental contents on the subject; namely, notion of STP, marketing mix, strategic marketing. It is very comprehensive work.

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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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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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Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, Torben Hansen Pearson Prentice Hall, 2009 - Business & Economics - 889 pages 5 Reviews The American edition of Marketing Management...

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Philip Kotler ' s definition of Marketing is – " Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other " . Definitions of Marketing by Eminent Authors like Philip Kotler, Peter F. Drucker and a Few Others

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~~Philip-Kotler-(Author-of-Marketing-Management)~~

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~~Philip-Kotler-has-taken-marketing-to-the-next-level-~~

Philip Kotler is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing Places, Marketing of Nations, Chaotics, Market Your Way to Growth, Winning G

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