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He has been honored as one of the world's leading marketing thinkers. He received his M.A. degree in economics (1953) from the More about Philip Kotler Bestselling Books: Marketing Management (15th Edition) , Principles of Marketing (17th Edition) , Marketing: An Introduction (13th Edition) .

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I read the first edition of How To Market A Book shortly after it was published in 2014. Until then marketing was a dark, terrifying frontier. This book changed the way I approached marketing because it removed the fear of getting started. The 2017 edition is more of the same, but updated to match the new indie landscape.

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