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Principles Of Marketing Philip Kotler

Philip Kotler is 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 PhD at M.I.T., both in economics.

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About the author (2008) Dr. Kotler is author of Marketing Management (Prentice'Hall), now in its twelfth edition and the world's most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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