

A framework for marketing management global edition by philip kotler

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Global Marketing and the Insights of Philip Kotler**

Philip Kotler's Definition of Global Marketing

According to Philip Kotler, global marketing is "the planning, developing, pricing, promoting, and distributing of products and services to satisfy the needs of global consumers."

Kotler's Theory of Marketing Management

Kotler defines marketing management as "the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable customer relationships through the delivery of value and satisfaction."

Functions of Marketing by Kotler

Kotler identifies the following primary functions of marketing:

- Product development
- Pricing
- Promotion
- Distribution
- Market research

Kotler's Famous Marketing Quote

"Marketing is not the art of finding clever ways to dispose of what you produce. It is the art of creating genuine customer value. It is the art of helping customers become better off."

Marketing Strategy According to Kotler

Kotler emphasizes the importance of a well-defined marketing strategy that includes:

- Market segmentation, targeting, and positioning
- Competitive analysis
- Value proposition development
- Integrated marketing communications

Elements of Marketing by Kotler

Kotler's "4 Ps" of marketing include:

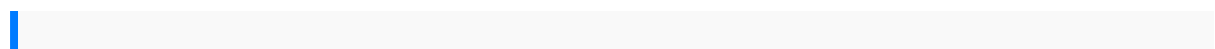
- Product
- Price
- Place (distribution)
- Promotion

Marketing Research by Kotler

Kotler defines marketing research as "the systematic and objective collection, analysis, and interpretation of data to help marketers understand the market, their customers, and the competition."

Branding in Marketing Management by Kotler

According to Kotler, "branding is the process of creating a unique name, term, symbol, or design that identifies a product or service and differentiates it from the competition."



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