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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.

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Kotler & Keller, Marketing Management | Pearson

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Ch. 1 - Understanding Marketing Management by Philip Kotler and Kevin Lane Keller [MBA, BBA]

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27 Lessons from Philip Kotler, the father of Marketing

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Books by Philip Kotler (Author of Marketing Management)

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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