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Ideally, marketing should result in a customer who is ready to buy.”⁷ The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of Marketing Management: Analysis, Planning, Implementation, and Control (Prentice Hall), now in its eleventh edition and the most widely used marketing textbook in graduate schools of business.

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