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About Phil Kotler. Known as the "father of modern marketing," Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

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1. Which of the following statements accurately describe an element of nursing? Select all that apply. A) The skills involved in nursing are primarily technical in nature. B) The primary focus of nursing is to assist individuals to recover from illness. C) The science of nursing is the knowledge base for the care that is given. D) The art of nursing is the collection of knowledge through research.

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