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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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Philip Kotler: Marketing

Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He gave the definition of marketing mix.

Philip Kotler - Wikipedia

About the Author. 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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