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#### Kotler & Keller, Marketing Management | Pearson

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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## **Books by Philip Kotler (Author of Marketing Management)**

27 Fundamental phrases from Philip Kotler, the father of Modern Marketing. Now that you know who Philip Kotler is and know his principle concepts, I'm sharing 27 of his most educative and enlightening quotes with you so you keep them in mind when thinking about your own social media and digital marketing strategies.

## 27 Lessons from Philip Kotler, the father of 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. He is the author of over 60 marketing books, including Marketing Management, Principles of Marketing, Kotler on ...

#### Philip Kotler - Wikipedia

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