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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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International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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~~Philip Kotler (Author of Marketing Management)~~

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Philip Kotler, 1281 Gulf of Mexico Drive,
Apt. 907, Longboat Key, Fl. 34228, USA
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Philip Kotler is an American marketing author, consultant, and professor; the S. C. Johnson & Son 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 80 books, including Marketing Management, Principles of

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