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Professor of International Marketing
at Kellogg Graduate School of
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Editions of Principles of Marketing by
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Professor Kotler's book, Marketing Management, is the world's most widely used graduate level textbook in marketing. His other textbooks include Principles of Marketing and management: An Introduction and they are also widely used around the world.

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According to Kotler (1999),
companies pursue their marketing
objectives by using a combination of

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various marketing tools known as marketing mix i.e. product, price, place (or distribution), and ...

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