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Marketing Management: Analysis, Planning, Implementation, and Control International Series in Marketing Marketing Management Prentice Hall international series in marketing: Author: Philip Kotler: Edition: 9, illustrated: Publisher: Prentice Hall, 1997: ISBN: 0132435101, 9780132435109: Length: 789 pages: Subjects

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Kotler underscores the importance of computers, telecommunications, and other new technologies in improving marketing planning, and performance. (source: Nielsen Book Data) This eighth edition highlights developments and trends in global marketing.

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Philip Kotler is one of the most regarded authority in the field of marketing. This Kotler's book is a must-read for every marketing student. The book contains complete fundamental contents on the subject; namely, notion of STP, marketing mix, strategic marketing. It is very comprehensive work.

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Marketing Management: Meaning and Importance of Marketing ...

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

Marketing Management, Millenium Edition

Professor Kotler has consulted for such companies as IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing.

Philip Kotler - Faculty - Kellogg School of Management

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