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1. MARKETING MANAGEMENT By Philip Kotler Prepared by Logesh Kumar.S B.Sc., MBA., FDP-IIM Ahmedabad. Assistant Professor (Sr.Gr), Dept. of Management Studies, Velalar College of Engineering and Technology (Autonomous), Erode, Tamilnadu, India. 2. MARKETING There are always "TWO" groups 1 – group may not like at all 2 – group love it most ...

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Kotler, Ketter, Ang, Tan & Leong, Marketing Management, An ...

Marketing management by Philip Kotler, 1991, Prentice-Hall edition, in English - 7th ed.

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7 Ps OF MARKETING MIX PHILIP KOTLER | 4 Ps OF MARKETING MIX

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. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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INHALT: Vorwort Teil 1: Strategisches Marketing 2: Taktisches Marketing Teil3: Administratives Marketing Teil 4: Marketing im Wandel - Anhang. WIKIPEDIA: Philip Kotler (born May 27, 1931 in Chicago, Illinois) is an AMERICAN MARKETING author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the KELLOG SCHOOL of Management at ...

E World Marketing Summit 2020 by Prof. Philip Kotler

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