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Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern

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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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It is also popularly known as Kotler Keller Marketing Management. Before going into the review of Philip Kotler's Marketing management book, let's have a look at marketing. Marketing is a process of selling products and services which enables communication of a

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new product to the target audience. In every business, marketing holds a key role.

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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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Philip Kotler's definition
of Marketing is -
"Marketing is a social
and managerial
process by which
individuals and groups
obtain what they need
and want through

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creating and exchanging products and value with other".

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Marketing at the Kellogg School of Management, Northwestern University. Dr. Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing text book worldwide.

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Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing.

Kotler & Keller,
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Kotler and Keller
(2012) defined various
marketing activities as
marketing-mix tools in
terms of the four Ps:
product, price, place,
and promotion.

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As Philip Kotler
explains in his book
Marketing

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Management,
“Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals”.

**27 Lessons from
Philip Kotler, the
father of Marketing..**

Philip Kotler (born May 27, 1931) is an

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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(1962-2018).

He gave the definition of marketing mix.He is the author of over 80 books, including Marketing

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Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs to go beyond price theory and

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incorporate the dynamics of innovation, distribution and promotion systems into analyzing, explaining and predicting economic outcomes.

Philip Kotler (Author of Marketing Management)

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of International
Marketing at the
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Management,
Northwestern
University. He received
his master's degree at
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at MIT, both in
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