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Marketing Concepts Strategies 6th Edition

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.

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Marketing strategy - Wikipedia

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Marketing mix - Wikipedia

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i About This Chapter INTERNATIONAL MARKETING Dr. Roger J. Best, Author Market-Based Management What Makes This International Marketing Chapter Different?

About This Chapter INTERNATIONAL MARKETING

About Phil Kotler. Known as the "father of modern marketing," Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

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