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philip kotler born may 27 1931 is an american marketing author consultant and professor emeritus the s c johnson son distinguished professor of international marketing at the kellogg school of

philip kotler is known around the world as the father of modern marketing for over 50 years he has taught at the kellogg school of management at northwestern university kotler s book marketing

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philip kotler is one of the world s leading authorities on marketing his writing has defined marketing around the world for the past forty years he is the s c johnson son distinguished professor of

marketing by kotler refers to the principles and practices of marketing as advocated by philip kotler emphasizing strategic planning consumer behavior and value creation

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