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

Philip Kotler is an 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. He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing Places, Marketing of Nations, Chaotics, Market Your Way to Growth, Winning G

### **Philip Kotler - Wikipedia**

PRINCIPLES OF MARKETING. •Marketing is. human activity. directed at. satisfrying needs. and wants through. exchange. processes. Philip Kotler 1976.

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Philip Kotler and Gary Armstrong, Principles of Marketing,. 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), pp. 193–197. 9. Ibid. 10. Everett M. Rogers...

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