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Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchro-marketing. He believes that Professor Kotler's book, Marketing Management, is the world's most widely used graduate level textbook in marketing.

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Philip Kotler (born 27 May 1931) 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 (1962-2018). He gave the definition of marketing mix.He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

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Marketing: An Introduction): "I have aggressively sought to utilize various assessment tools in my curriculum and have been very pleased with the Armstrong/Kotler support and value-added materials.

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