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... Philip Kotler (born May 27,
1931) is an American
marketing author, consultant,
and professor emeritus. He was
the S. C. Johnson & Son
Distinguished Professor of
International Marketing at the
Kellogg ... Biography About
Philip 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. ... Jan 15, 2025 ·
Welcome to the first episode of
A History of Marketing. This
podcast is a quest to
understand how marketing
evolved and today, we kick off
this quest with an absolute

legend: Dr. ... Dr. Kotler has
served as chairman of the
College on Mar-keting of the
Institute of Management
Sciences, a director of xx ting
Science Institute. He has
consulted with many major
U.S. and ... Marketing by
Kotler refers to the principles
and practices of marketing as
advocated by Philip Kotler,
emphasizing strategic
planning, consumer behavior,
and value creation. Mar 12,
2024 · Phil Kotler, the "father
of modern marketing," reflects
on the past and future of the
discipline. Philip Kotler is
Professor Emeritus of
Marketing at the Kellogg
School of Management, where
he held the S.C. Johnson & Son
Professorship of International
Marketing. Kellogg was voted
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559,572 Oct 17, 2025 · Philip

Kotler, whose work helped shape modern business thinking, never treated marketing as promotion. He treated it as architecture: the structure that connects purpose, ...

[Philip Kotler - Wikipedia](#)
[Dr. Philip Kotler: 'The Father of Modern Marketing' Biography — Philip Kotler Welcome to Kotler Marketing Group, Inc.](#)

Understanding the Principles of Marketing According to Philip Kotler
[Philip Kotler - Google Scholar](#)
[10 Marketing Lessons from Philip Kotler That Still Shape Business ...](#)

Principles of MARKETING - Pearson
Philip Kotler | Kellogg School of Management
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Kotler Keller Marketing

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