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International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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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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Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs to go beyond price theory and incorporate the dynamics of innovation, distribution and promotion systems into

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School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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