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Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his masters degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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Kotler, Philip. Marketing: an introduction / Philip Kotler, Gary Armstrong. ... The Open University Open Business School; Cranfield School of Management. - Contents : 11 booklets, various leaflets and sheets, 1 video cassette, 8 sound cassettes. No price. B87-17323. Marketing management and administrative action. - 5th ed. / [edited by] Steuart ...

~~Academic writing: Researching the essay~~

In the interview with Arts Management Network, he underlined the importance of management and marketing for the arts. He also introduces some of the latest results of his research in audience development and value-based marketing. CONTENT OVERVIEW 1. Interview: Philip Kotler, marketing expert, Kotler Marketing Group 2. Book: Museum Marketing.

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In a groundbreaking text that will inspire literacy educators, the authors here describe research on low-literate, poor buyers and sellers in subsistence marketplaces. They examine the consequent development of an innovative marketplace literacy educational program that enables consumer and entrepreneurial literacy. Then, they look at the implications of the research and the educational program for business, education, and a variety of disciplines and functions.

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