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Philip Kotler is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management. He has been honored as one of the world's leading marketing thinkers. He received his M.A. degree in economics (1953) from the University of

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WIKIPEDIA: Philip Kotler (born May 27, 1931 in Chicago, Illinois) is an AMERICAN MARKETING author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the KELLOG SCHOOL of Management at NORTHWESTERN University.

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