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His other textbooks include Principles of Marketing and management: An Introduction and they are also widely used around the world. Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing.

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PRINCIPLES OF MARKETING

As Philip Kotler explains in his book Marketing Management, "Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals".

27 Lessons from Philip Kotler, the father of Marketing..

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Topic 1: What is Marketing? Free Course Kotler and Armstrong [English]

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He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing, Marketing Insights from A to Z, Marketing 4.0, Marketing Places,

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Marketing of Nations, Chaotics, Market Your Way to Growth, Winning Global Markets, Strategic Marketing for Health Care Organizations, Social Marketing, Social Media Marketing, My Adventures in Marketing, Up and Out of Poverty, and Winning at Innovation.

Philip Kotler - Wikipedia

Principles of Marketing 16th edition is another book on marketing. Gary Armstrong and Philip Kotler are the book authors. Marketing an Introduction is another joint work by both authors. Published under Pearson, the 16th edition is a revised and expanded text.

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The marketing logic by which the company hopes to create customer value and achieve profitable customer relationships.

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Principles of Marketing, 16e (Kotler)
Chapter 2 Company and Marketing Strategy: Partnering to Build Customer Relationships 1) _____ is the process of developing and maintaining a crucial fit between the organization's goals and capabilities and its changing marketing opportunities.

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