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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 master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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~~Philip Kotler (Author of Marketing Management)~~

Philip Kotler, 1281 Gulf of Mexico Drive, Apt. 907, Longboat Key, Fl. 34228, USA [pkotler@aol.com](mailto:pkotler@aol.com)

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