

Essential Guide To Marketing Planning By Philip Kotler

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Principles of marketing. Essential guide to marketing planning. Wood, Philip Kotler [et al.].
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Chapter 1 Introduction to marketing planning today Chapter 2 Analysing the current situation
Chapter 3 Analysing customers and markets Chapter 4 Planning segmentation

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Philip Kotler. Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Northwestern University Kellogg Graduate School of

About Philip Kotler: Kotler has worked for many large companies in the areas of marketing strategy, planning and organization, and international marketing.

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