

Essential Guide To Marketing Planning By Philip Kotler

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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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Administrative Marketing - planning psience and the pfuture Kotler on Marketing, by Philip Kotler looking at trends and predicting the essential marketing

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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

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