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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 Chicago and his Ph.D. degree in economics (1956) from the Massachusetts Institute ...

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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
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