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About The Authors: Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha are all renowned for their expertise in marketing.

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**Books — Philip Kotler**

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

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