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Principles of Marketing by Philip Kotler.

Principles Of Marketing Second European Edition Kotler Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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2,209 pages Author(s): Philip Kotler ...

Editions of Principles of Marketing by Philip Kotler  
Professor Kotler's book, Marketing Management, is the world's most widely used graduate level textbook in marketing. His other textbooks include Principles of Marketing and management: An Introduction and they are also widely used around the world.

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