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social process through
which individuals and
groups obtain what
they need and desire
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of valuable products
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customers. The new
Marketing, or
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Collaborative (as he
calls Kotler) should
focus on working with
the client so that
together, create new
and unique ways to
create value.

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Philip Kotler (born 27
May 1931) is an
American marketing

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author, consultant, and
professor; the S. C.

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Distinguished Professor

of International

Marketing at the

Kellogg School of

Management at

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products and brands
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“ Principles of Marketing is a powerfully written text which combines a complex mix of academic excellence and practitioner relevance in a highly engaging manner. The book is a must read for anyone keen to learn about burning issues

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such as sustainability,
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What reviewers are saying about Philip Kotler and Gary Armstrong's recent work (Principles of Marketing and Marketing: An Introduction): "I have aggressively sought to utilize various

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assessment tools in my curriculum and have been very pleased with the Armstrong/Kotler support and value-added materials.

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