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Philip Kotler Philip
Kotler (born May 27,
1931) is an American
marketing author,
consultant, and
professor; currently the

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Part 1, Defining

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**Principles of
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As a team, Philip Kotler and Gary Armstrong provide a blend of skills uniquely suited to writing an introductory marketing text.

Professor Kotler is one of the world's leading authorities on marketing. Professor Armstrong is an award-winning teacher of undergraduate business students.

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