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Kotler on Marketing: How To Create, Win, And Dominate ...

Kotler has review the basic concepts and principles of marketing, which includes marketing strategy, marketing tactics and marketing management. Although the knowledge is comprehensive, I found it not really interesting and smoothly to read.

Kotler on Marketing: How to Create, Win, and Dominate ...

While the CMP framework represents a synthesis and culmination of different marketing processes and concepts, a book by Kotler (1999) presents a simplified view of the marketing management...

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27 Fundamental phrases from Philip Kotler, the father of Modern Marketing. Now that you know who Philip Kotler is and know his principle concepts, I'm sharing 27 of his most educative and enlightening quotes with you so you keep them in mind when thinking about your own social media and digital marketing strategies.. 1-☺You should never go to the battlefield before having won the war on paper.

27 Lessons from Philip Kotler, the father of Marketing..

Since 1969, Philip Kotler's marketing text books have been read as the marketing gospel, as he has provided incisive and valuable advice on how to create, win and dominate markets. In KOTLER ON MARKETING, he has combined the expertise of his bestselling textbooks and world renowned seminars into this practical all-in-one book, covering everything there is to know about marketing.

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