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

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Ideally, marketing should result in a customer who is ready to buy.”<sup>7</sup> The

American Marketing Association offers this managerial definition:

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(management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas,

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