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### Principles Of Marketing Kotler 4th

Principles of Marketing – Fourth European Edition Written by: Philip Kotler Philip Kotler, who created the field of social marketing (marketing which focuses on helping individuals and groups modify their behaviors toward healthier and safer living styles) has authored over 60 marketing books, including Principles of Marketing.

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ecutives across the world, Professor Kotler was ranked as the fourth “most influential business writer/guru” of the twenty-first century. Dr. Kotler has served as chairman of the College on Mar-keting of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute.

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