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[*Marketing Management By Philip Kotler*](#)

About Phil Kotler. Known as the "father of modern marketing," Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. The American Marketing Association described him as "the most influential marketer of all time."

[*Kotler Marketing Group, Inc.*](#)

Philip Kotler is 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 PhD at M.I.T., both in economics.

[*"Branding: From Purpose to Beneficence" – Philip Kotler*](#)

Philip Kotler defined marketing as "Satisfying needs and wants through an exchange process". [17] and a decade later defines it as "a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others".

[*Social marketing - Wikipedia*](#)

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