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Kotler, P. (1997) Marketing Management: Analysis, Planning, Implementation, and Control. 9th Edition, Prentice Hall, Upper Saddle River. has been cited by the following article: TITLE: Social Responsibility Practices in the Marketing of Loans by Microfinance Companies in Ghana, the Views of the Customer

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*What is Marketing Management? Introduction, Importance ...*

Philip Kotler is one of the most regarded authority in the field of marketing. This Kotler's book is a must-read for every marketing student. The book contains complete fundamental contents on the subject; namely, notion of STP, marketing mix, strategic marketing. It is very comprehensive work.

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*Marketing Management: Meaning and Importance of Marketing ...*

Ideally, marketing should result in a customer who is ready to buy."7 The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

*Marketing Management, Millenium Edition*

Professor Kotler has consulted for such companies as IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing.

*Philip Kotler - Faculty - Kellogg School of Management*

Marketing management by Philip Kotler, July 1999, Not Avail edition, in English ... Marketing Management: Analysis, Planning, Implementation, and Control June 1999, Prentice Hall College Div Hardcover in English - 9th Packag edition zzzz. Not in Library. 21. Marketing Management: The Millennium Edition ...

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