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Philip Kotler's definition
of Marketing is -

“Marketing is a social
and managerial
process by which
individuals and groups
obtain what they need
and want through
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Philip Kotler is S. C.
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Kotler & Keller, Marketing Management | Pearson

Kotler and Keller
(2012) defined various

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marketing activities as marketing-mix tools in terms of the four Ps: product, price, place, and promotion.

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As Philip Kotler explains in his book Marketing Management, "Marketing is an administrative and social process through which individuals and

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groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals”.

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

Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor

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of International
Marketing at the
Kellogg School of
Management at
Northwestern
University(1962-2018).
He gave the definition
of marketing mix.He is
the author of over 80
books, including
Marketing
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**Philip Kotler -
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Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs to go beyond price theory and incorporate the dynamics of innovation, distribution and promotion systems into analyzing,

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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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