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### Philip Kotler Market Management Edisi

Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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Philip Kotler and Gary Lilien, Marketing Models, Harper & Row, 1983. It was revised in 1992 and published by Prentice-Hall with the addition of K. Sridhar Moorthy as third author.) Philip Kotler and Keith Cox, Marketing Management and Strategy: A Reader, Prentice-Hall, 1980.

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

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It's a complex and chaotic process in which the product is always evolving based on the market feedback and environment. Step 4: Define Your Positioning. According to Philip Kotler, brand positioning is an act of designing the company's offering and image to occupy a distinct place in the minds of the target customers. Source: The Health ...

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