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He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of Marketing Management (Prentice-Hall), now in its twelfth edition and the world's most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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Books — Philip Kotler

Philip Kotler is S.C. Johnson & Son Distinguished Professor of International Marketing aan de J.L. Kellogg Graduate School of Management van de Northwestern University te Chicago. Hij heeft zijn mastergraad behaald aan de University of Chicago en promoveerde in de economie aan het Massachusetts Institute of Technology (MIT).

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