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Ebook : My Adventures In Marketing The Autobiography Of

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "My Adventures in Marketing, The Autobiography of Philip Kotler." Dr. Philip Kotler is known around the world as the "father of modern marketing." So, what Peter Drucker is to management, Philip Kotler is to marketing.

My Adventures in Marketing: The Autobiography of Philip

My Adventures in Marketing is not only a comprehensive overview of the evolution of modern Marketing, but it is also a well-crafted vehicle for Kotler's valuable insights on Social Marketing, Corporate Social Responsibility, Brand Activism and Conscious Capitalism.

BOOK REVIEW: "My Adventures in Marketing" by Philip Kotler

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My Adventures in Marketing: The Autobiography of Philip

My Adventures in Marketing: The Autobiography of Philip Kotler . Dr. Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University where he has been on the faculty since 1962.

The Marketing Book Podcast: "My Adventures in Marketing

title = "Philip Kotler: some of my adventures in marketing", abstract = "Purpose: This paper presents an autobiographical sketch of Philip Kotler. Design/methodology/approach: I use an autobiographical narrative.

Philip Kotler: some of my adventures in marketing

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