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Philip Kotler, Ph.D. is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management. He is the author of 35 books, including "Marketing Management", the most widely used marketing book in graduate business schools worldwide.

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8

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Chapter 1 – Marketing: creating & capturing customer value What is marketing? Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients and partners, and society itself.

Summary - book "Principles of Marketing", chapters 1-12

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