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Number: MOS2320a Philip Kotler is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his PhD at MIT, both in economics. Dr. Kotler is the author of Marketing Management (Pearson Prentice Hall), now in its thirteenth edition and the most widely used marketing ... Pearson Canada - Philip Kotler, Gary Armstrong, Peggy H ... Principles of Marketing, Ninth Canadian Edition (9th Edition) Philip Kotler (Author), Gary Armstrong (Author), Valerie Trifts (Author), Peggy H. Published by Pearson Canada (2013) ISBN 10: 0132605015 ISBN 13:

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